

Plain Talks

GULF STATES UTILITIES CO.

NOVEMBER, 1957



Thanksgiving, 1957

Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

PUT TVA ON A PAYING BASIS

"It's time we taxpayers look closely at TVA," the Pennsylvania Grange News said recently.

This admonition aims directly at the heart of the question of whether the Tennessee Valley Authority is placed on a paying, businesslike basis, or remains a drain on the taxpayers of all states.

TVA was established by Congress in 1933 as a flood control and river development project — with the sale of the dam-produced power as a "sideline."

Today TVA is the world's largest single electric power system.

But instead of dam-produced power as a "sideline," three-fourths of the electricity produced now comes from steam plants.

TVA grows because it gets money from all taxpayers — and without paying Federal income taxes or even normal interest on the money it borrows.

The government has discovered no new and magic way to produce electric power more efficiently or at a lower operating cost than power companies. Both government and the electric companies make use of the same types of equipment and methods of generation, the same know-how, the same kinds of skilled employees.

The difference in price is due to the fact that TVA is not required to collect from its customers in its power bills (a) interest on the money invested in TVA power facilities, or (b) the same taxes companies must pay.

The solution is simple — adjust the rules under which TVA operates so that it is required to pay the equivalent of the taxes that electric companies pay, and a suitable return to the taxpayers who have their tax money invested in TVA facilities.

Correcting this inequity would pave the way for any of many plans for financing TVA.

It is only because of the preferential treatment now existing that the problem has seemed difficult.

NO ROOM FOR GLOOM

Overheard recently were several Gulf Staters hashing over the headaches confronting our country, the electric industry, our Company and themselves. Talk of Russian sputniks, socialistic power trends, company growing pains and the high cost of living filled the air. It sounded like Thanksgiving Day, 1958, might be a grim event.

Then one fellow mentioned something funny he had seen on TV the night before. Everyone laughed; they had all seen the show. The world outlook brightened. After all, in what other nation would four out of four men own television sets? So, even though we haven't launched a satellite (at this writing), the U. S. isn't so bad off.

True, the electric industry faces some difficult years. In addition to doing our jobs well, we must enlist the support of other thoughtful citizens and prevent a small group of power-hungry politicians from double-talking Americans into believing that having the government take over the electric industry (and others) is not socialism, pure and simple. We can and will do this by telling people the facts.

Our Company has its problems, but they're not insurmountable. We're furnishing top quality service at fair rates and growing to beat the band. By producing a maximum of kilowatts from a minimum of fuel, by cutting costs with continually improving operating methods, by careful accounting and purchasing and good salesmanship, our Company is able to do right by its employees, customers and stockholders.

Those fellows are doing fine, too. They have the opportunity to get ahead in a growing organization, to invest in free enterprise, to live in a free country and to enjoy its blessings. They'll have another good Thanksgiving, come Thursday, November 28. Hope you do, too. —J.S.T.

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OUR COVER



"Let's talk, turkey," says two-year old Leslie Sue Turner, daughter of the Publicity Department's Jim Turner, to her audience, one of hundreds raised on the Tait Poultry Farm near Beaumont. But Tom isn't talking. It's too close to Thanksgiving, when, for some reason, Americans always hanker for turkey and dressing. And, if he gets by Thanksgiving, can Christmas be far behind? So, you can't really blame the bird for giving Leslie a foul stare.

Second 1957 Disaster Strikes Area

Southeast Texas, Southwest Louisiana

Service Areas Ripped By Tornadoes



Orange felt the wrath of the tornado that swept through Southeast Texas and Southwest Louisiana this month in the Park Street area from Eighth Street to Mill Street. Gulf Staters and residents went to work to clean up debris and restore electrical power as soon as possible.

Last week for the second time in less than six months, Gulf States pulled out the Company's "Operation Disaster" plan and picked up the pieces after severe damage caused by nature on the rampage in parts of our Southeast Texas and Southwest Louisiana service areas.

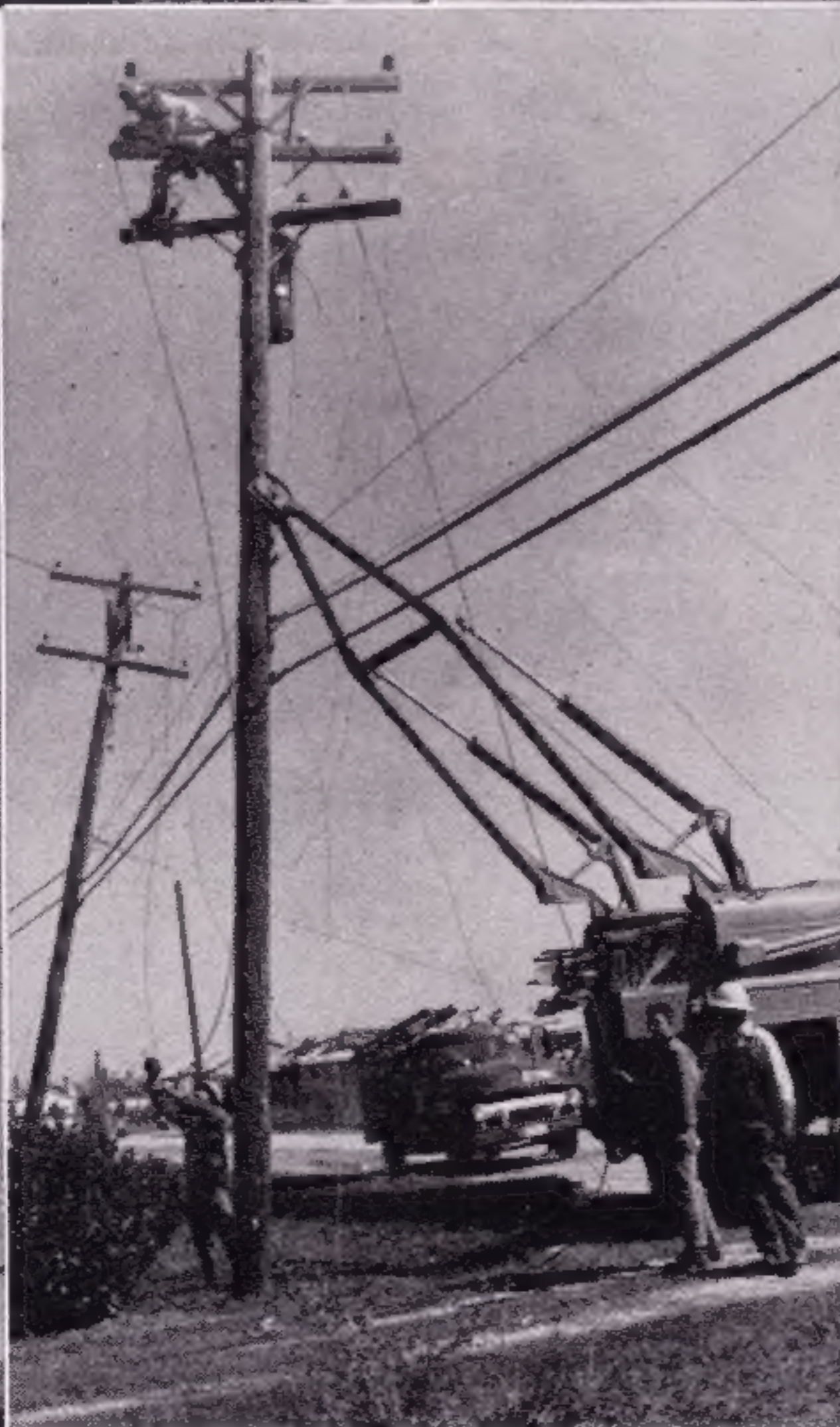
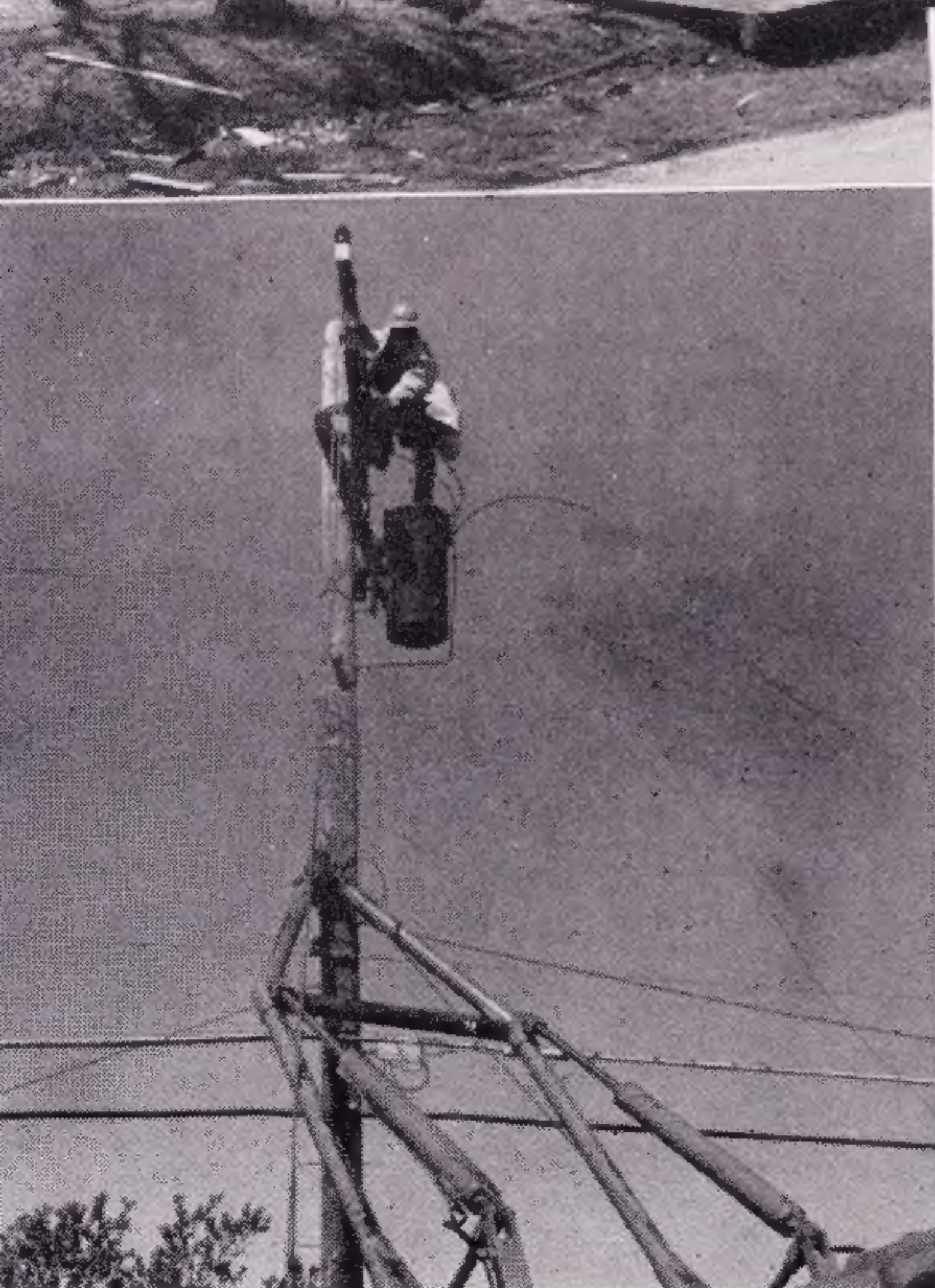
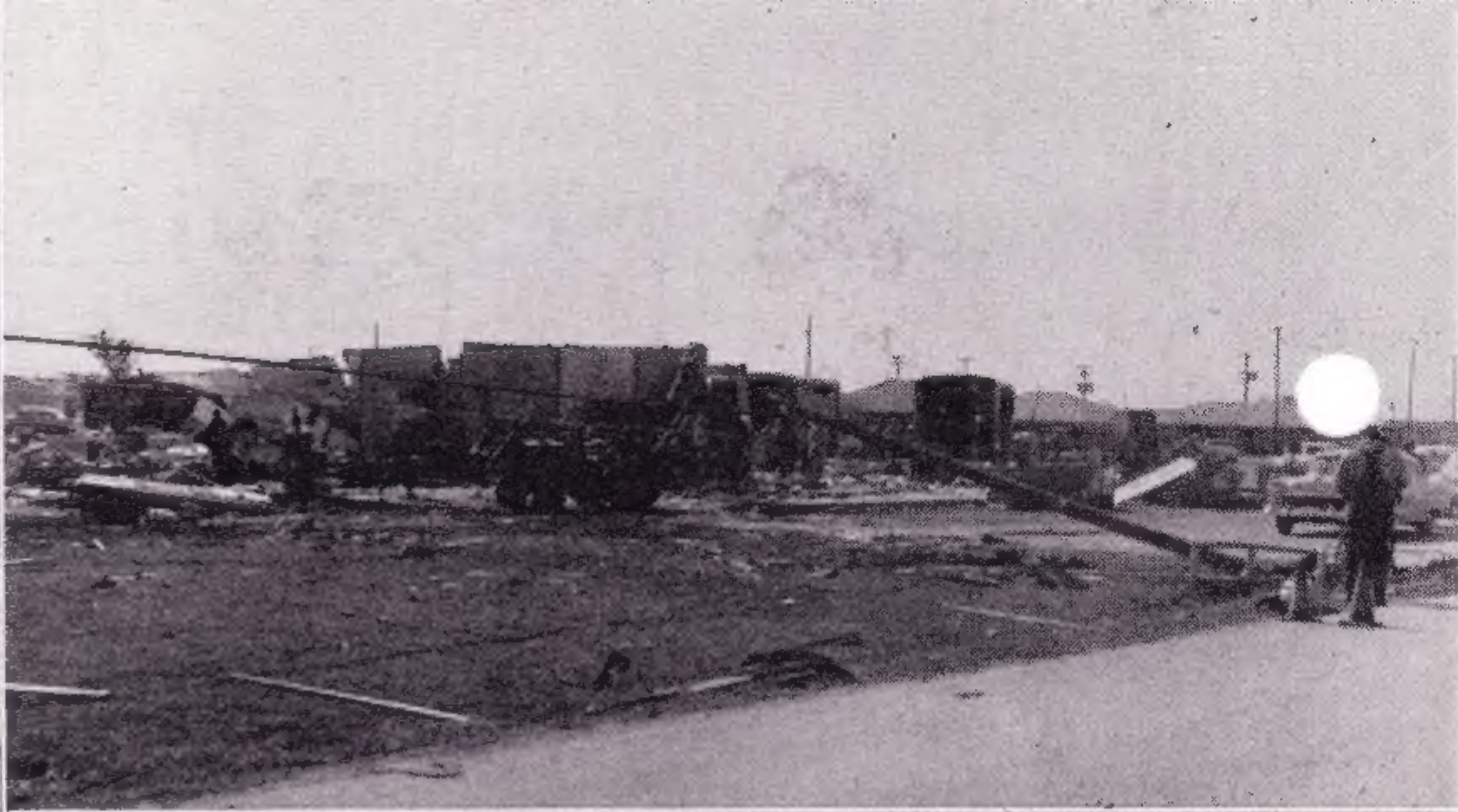
The destruction resulting from a vicious tornado on November 7 was not as widespread as that caused by Hurricane Audrey last June, but it was equally devastating to the scattered areas hit. The tornado leapfrogged across the Port Arthur - Orange areas and on into Southwest Louisiana, taking at least 12 lives and injuring about a hundred persons, while causing millions of dollars in damage.

While electric service is not the most important factor during such emergencies, it is always heartening to those affected and to our own people to be on the job before the "blow" is over, doing whatever has to be done to restore service so that electricity can in turn help put things back in shape.

On these pages pictures show, as no words could, how Gulf Staters once again worked long hours to get the job done.

J. Kirby Jones, Port Arthur sales superintendent, inspects the tornado damage at 2:30 a.m. Friday, November 8, in the Groves.





Here in the Groves area near Port Arthur the tornado ripped through the community with winds up to 500 miles-per-hour. Houses were completely demolished or picked up and placed down yards from their foundations. Power lines were draped like spaghetti or held tin, rags and other objects. Poles were leaning from a slight angle to completely across roads and on the ground. Many power poles were twisted completely in two, sometimes never breaking the wires. Line and service crews from Beaumont joined with the Port Arthur Division crews and worked through the night to pick up the pieces as rapidly as possible. Two lives were lost in this area.

John P. French Is Named Director of Purchasing

John P. French was named director of purchasing, effective November 1, in an announcement by Glenn Richard, treasurer of the Company.

As director of purchasing, Mr. French is responsible for all Company purchases and directs the operations of our two purchasing departments in Beaumont and Baton Rouge.

Mr. French joined the Company in 1926, after working 12 years with the Southern Pacific and Missouri Pacific railroad here and in Orange. He began in the storeroom and progressed through several positions in the Purchasing Department and in 1949 was named purchasing agent, the job he held at the time of his promotion.

He succeeds the late Jack R. Orrick, for many years our director of purchasing.

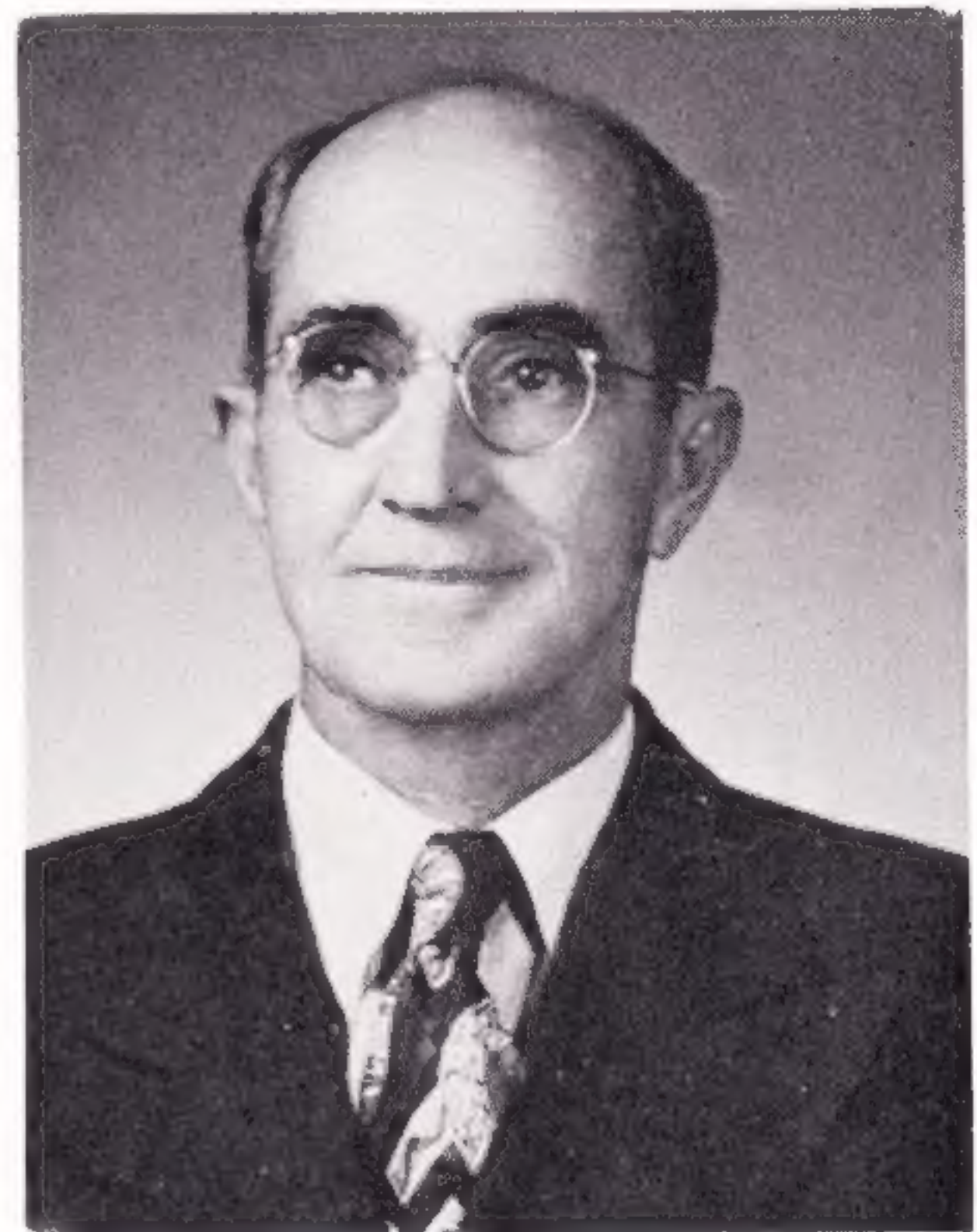
A native of Lockhart, Texas, Mr. French has lived in Beaumont since 1901. He is past president of the Sabine District Transportation Club and was secretary-treasurer for the club for many years. For nine years he served as a member of the school board for the South Park Independent School District.

Mr. French is a member of the Board of Directors of the Sabine-Neches Association of Purchasing Agents. He has been chairman of the association's education committee for three years.



Mr. French

Thomas McNeil To Retire December 1



Mr. McNeil

Thomas M. McNeil, Port Arthur appliance repairman, will retire December 1, after 37 years of service with our Company, all of which have been spent in Port Arthur.

Mr. McNeil joined Gulf States in 1920 as a lineman. He became a repairman in 1926, general repairman in 1927, meterman and transformer repairman in 1940 and a utility meterman in 1941. He became an appliance repairman in 1944, the position he holds at the time of his retirement.

J. W. Minor Advances To Position of Line Foreman



Mr. Minor

J. W. Minor, formerly utility foreman in the Port Arthur T & D Department, has been promoted to the position of line foreman in Port Arthur.

A native of Lawton, Oklahoma, Mr. Minor was educated in Port Arthur elementary and high schools and attended Southern Louisiana Institute in Lafayette.

He joined Gulf States in 1938 as a groundman in the Port Arthur T & D Department. In 1941 he became an apprentice, and later that year, a lineman. He progressed through the various lineman classifications, becoming a serviceman in 1947. He became utility foreman in 1953.

Around The World At

Thanksgiving

EMPLOYEES FROM SIX
COUNTRIES GIVE THEIR
IMPRESSION OF HOLIDAY



Gulf Staters from shaded areas on the globe present their impressions of America's holiday.



**Valdemar
Westh (Den-
mark), Loui-**

siana Station — "I was born and raised on a dairy farm in Denmark, and came to this country when I was eighteen years old, just out of high school.

"I did not know much about how to make a living, but soon found out that I had better learn.

"It wasn't always easy, but most things that come easy are not worth much anyway.

"Sometimes when I wanted to talk with someone, they could not understand me nor could I them. That use to scare me enough to give me goose bumps. I would go to myself and have a little talk with God, because he understands all languages, and that would comfort me a lot.

"I later learned about Thanksgiving Day, which I think is a very fine thing, because it reminds us to give thanks once a year.

"Too often we forget about it when we are getting along all right, perhaps a little lack of appreciation.

"I am thankful for my family, we are blessed with two daughters, Magda Mae and Glynnes Kay 'Missy.' Magda Mae married a fine boy and they have two of the cutest boys you ever saw, except your own of course.

"I am proud and thankful for being a citizen of a great country, working for a great company together with great people.

"Happy Thanksgiving to all."



Mia Strybos, (The Netherlands)

lands), Beaumont Billing Department — "I celebrated my first Thanksgiving on May 20, the first week I was in Beaumont. You see, I stepped off the bus with one suitcase. In it was a dress, a pair of leather shoes, a few pieces of underwear and two pair of wooden shoes (souvenirs).

"Just think of it. I was here only one week and I had more clothes than I had ever owned in my life and I had eaten more and better food than I had tasted in many years. For this, and many more things, I gave thanks on that day.

"Since then I have celebrated Thanksgiving with Americans. I still have plenty to eat, have more clothes than any member of my family overseas, and further more, I am lucky to live in the best country in the world."



John J. Scott, (Ireland), Beaumont Payroll Department

— "November 25, 1954, was my first Thanksgiving Day in the United States. My telephone rang early and an Irish friend wished me a 'Happy Thanksgiving,' then followed up with an invitation to dinner. This meal consisted of traditional Thanksgiving fare and was the introduction to an account of the historical background of the holiday and what it meant to Americans.

"During the day the holiday atmosphere became apparent and the spirit of the people was infectious. Gradually the idea was put over that this was not just a day free from work but a real giving of thanks for the blessings the people enjoyed, and to a foreigner these blessings seemed very real indeed."



C. H. Watter, (British West Indies),

operating engineer, Neches Station — "As a boy in the Islands, Thanksgiving and the Harvest Festival were not celebrated as we know it today. My family, who have been a sea-faring people for centuries, did little farming, but when the ships came in after those long voyages, it was always a day of thanksgiving and celebration for those who had returned safely. But, also, sadness came to the families of those who had been lost at sea, or had been committed to watery graves.

"To me, the only land-lubber in my family, Thanksgiving here in this great nation is not just thanks for the harvest, but thanks for the opportunity to work and raise a family in this wonderful country. Thanks for the privilege of owning a home, the privilege of a voice in our government and the right to worship as we please. For, with all the blessings that we are endowed, each day should be a day of Thanksgiving."



Chris Netzer, (Germany), Production Department, Neches Station

— "I came to this country in 1926 and have been working with the Company for 30 years.

"The next day after I landed in Galveston I applied for my first citizenship papers — I knew I didn't want to go back to Germany. My reason for coming here was to stay.

"Germany does have a harvest festival in October which is something like Thanksgiving. They give thanks for a good harvest each year.

"But over here, we have a lot more to be thankful for. I wouldn't trade this country for any other in the world."



H. P. Bell, (England), Production

Department, Neches Station — "Thanksgiving has a two-fold significance to me: the celebration as I knew it in England plus the additional characteristics I have learned to enjoy in America.

"In England the Thanksgiving ceremony is a strictly religious affair. As a child and grown-up, I remember it as a day we all went to church, then home to our usual meal. It came over there in October. The churches were decorated with sheaves of fruit and pumpkins, and all that went with the harvest. The people gathered to give thanks for the good harvest. After the ceremony the fruit, etc. was given to the hospitals.

"To my way of thinking, the Pilgrim Fathers brought with them the original idea, then added to the celebration certain specific American characteristics — the turkey, for instance.

"To me, in America today, it still means a time of giving thanks, of giving baskets to the shut-ins and hospital patients, as is done there.

"It also means the gathering of family groups, an excellent meal with all the trimmings and football games. The basic significance is still there, but many new and interesting features have been added. Still in all, I think it makes a good combination."

12,000 FRIENDLY PEOPLE...
and one or two old grouches
Welcome you to
18 to US
MI. JENNINGS 90

Jennings honors our linemen with

Operation Appreciation

Hurricane Audrey had ravaged the town — felling over 1200 trees and putting most major power and telephone lines out of service. Power lines lying in pools of water created an extra hazard for those working to restore service to normal.

The town was dark. Rapid communication with other areas was almost impossible. Help was needed.

Line crews were promptly dispatched, from wherever they could be spared to repair the power damage — an integral part of our Company's "Operation Disaster" plan. They came from Baton Rouge, Beaumont, Lake Charles and Port Arthur. Working 12 to 16 hours a day, these Gulf Staters soon restored power to the area .

On October 19-20 a line crew from our Company — Clarence Pearson's men from Baton Rouge — and one from Southern Bell Telephone Company in New Orleans revisited the town for the week-end. This time the weather was calm and skies clear. Not a line was down as they arrived in Jennings, Louisiana — a city that remembered.

They were there to be honored in what Jennings called "Operation Appreciation." It was a week-end of informal relaxation — with everything "on the house" for these two groups selected to represent all the out-of-town Gulf Staters and Bell Telephone workers who "helped out" in Jennings during the hurricane. It was a unique and generous act by a friendly, hospitable city and a first-class hotel.

Linemen and wives were individually welcomed at the Zigler Hotel by Jennings' Mayor John Conner and Jack Lindeman, the Zigler's manager. They then renewed friendships, made during the hurri-

was strictly for relaxation and fun for them and their wives.



The first visit of Clarence Pearson, Ed Bourgeois, Claude Adams, J. R. Braud, Riley Lee Robertson, Marvin James, George W. Henderson, John Aime and (not shown) Carol Guedry, also included Hurricane Audrey, but . . .



the second visit to Jennings and the Zigler Hotel . . .





They had fried chicken for dinner. . .

cane, with other members of the Hotel's staff. Afterwards, they were shown their rooms — the same ones they lived in during the repair of hurricane damage. The difference was that, this time, they could relax and enjoy their visits.

Disaster Area Revisited

Saturday noon, the 50 guests boarded the "Freru," an 85-foot pleasure craft owned by Mr. Fred Zigler, for a cruise down the Mermentau River to Lake Arthur. Box lunches and refreshments were served aboard and the guests alternated their time between inspecting the ship and viewing the scenery along the River.

At the before-dinner "Fellowship Hour," held in the Zigler's Heywood Oil Room, Mayor Conner welcomed the guests with a short speech. He told of the hazards the crews faced during the hurricane and of the debt of gratitude owed them by the town.

Harold Brown, our Baton Rouge division manager, in turn expressed our appreciation for being on the receiving end of such a generous and complimentary tribute to all of our service crews who worked together to pick up the pieces after Audrey's violent visit.

" . . . good bunch of people,"

A smorgasbord dinner was served in the Canary Room from seven to ten p.m. After which the guests were free to enjoy the music of the Dixieland combo playing in the Bayou Lounge.

Sunday morning the guests attended church. After which, many of the crewmen took their wives out to view the areas where the damage was the worst. It looked different in the bright sunlight — the only sign of Audrey was a stretch of line a bit newer than the rest, or a splice or a series of new poles.

A southern-fried chicken dinner at the Zigler ended the week-end. After packing for the trip home, the guests met in the lobby to say goodbye to Manager Lindeman.

"You're a good bunch of people," he said. "And I hope you come back soon."

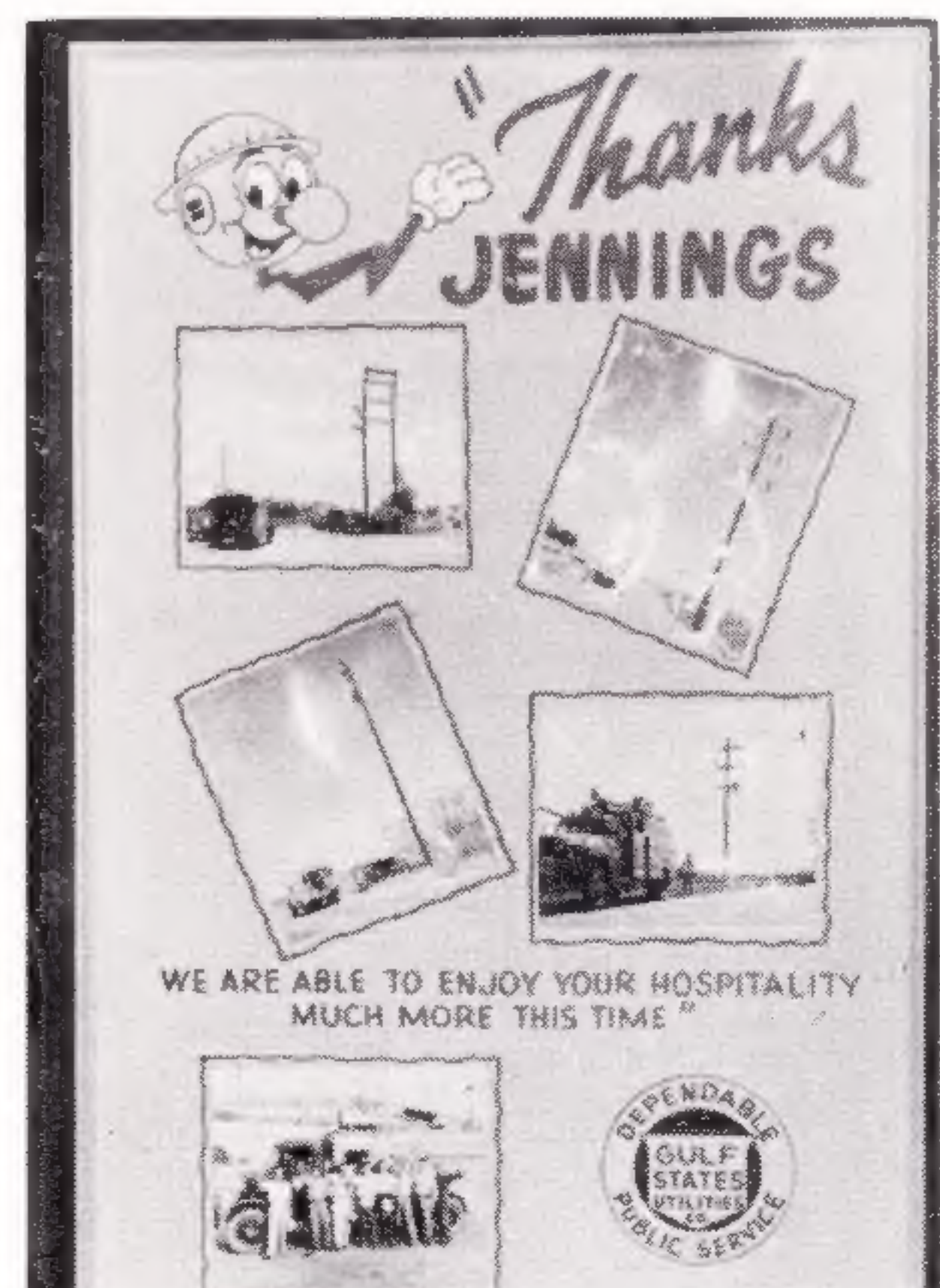
Many of them assured him they would. They had found friends in the city that lives up to its Association of Commerce slogan, ". . . A city of 12,000 friendly people and one or two old grouches." We didn't see any grouches.



and cruised down the Mermentau River on the "Freru."



It was planned by these men: L. E. Block, Jennings Association of Commerce; Bob Miller, Jennings DAILY NEWS; Mr. George, Southern Bell Telephone Company; J. L. Conner, Jennings mayor; Leland Bowman, G. B. Zigler Company and Brad McMaster, our Jennings district superintendent.





Gulf States' booth first.



Then we walked.



Mom tried to feed me a line about prize chickens.



This one would make good steaks.



He looked at me and I looked at him.



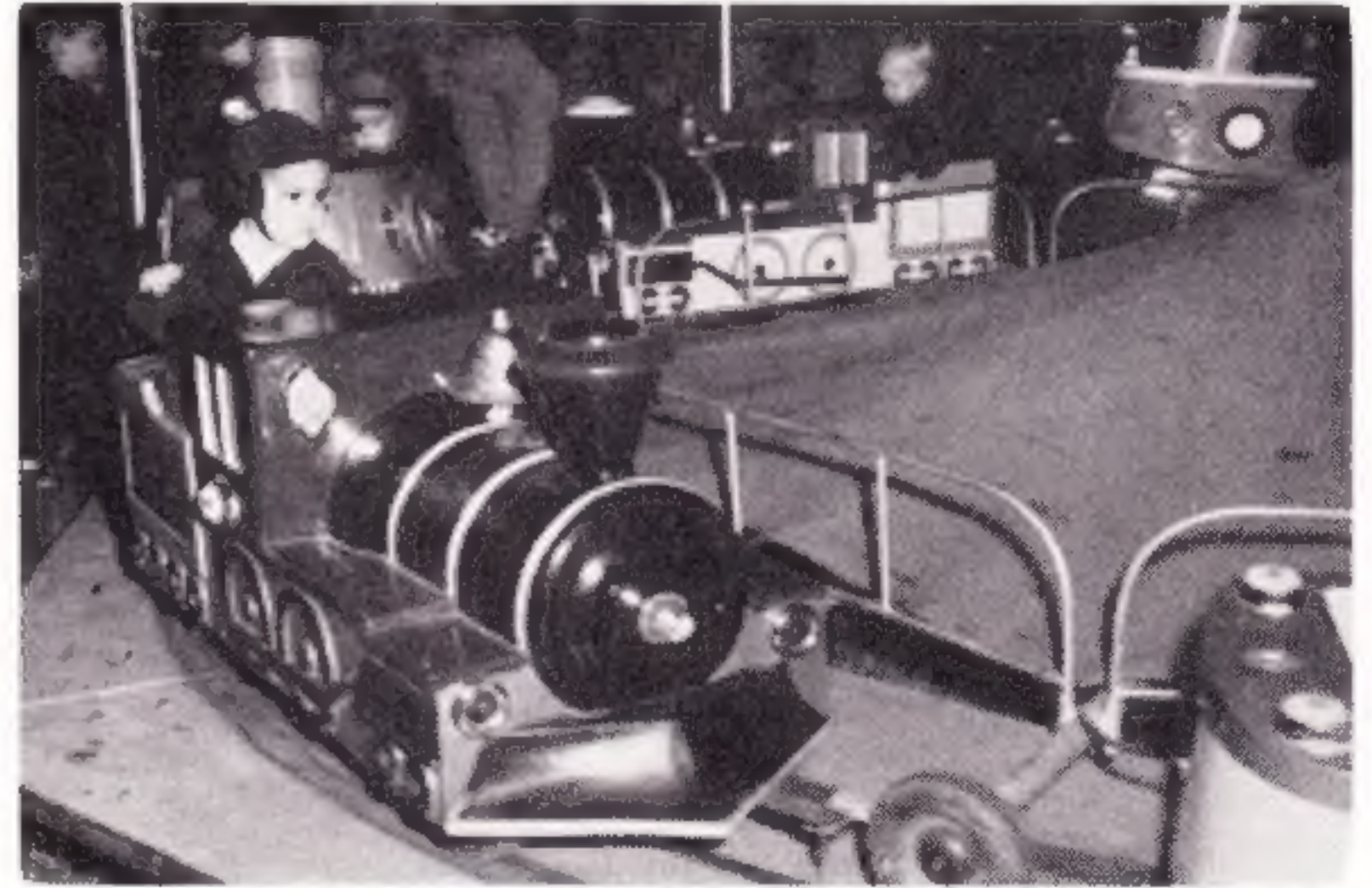
Couldn't coax the pig over.



These could use power steering.



But, over there.



That tugboat wouldn't let me by.

The horses are right there.



We're gaining on that rustler, Ma.



Wait 'til next year.





Grandpa and I couldn't get the goat to smile.



Rabbits are funny.

Gee Grandpa!

Let's Go To The Fair

A hooting carrousel, the noise of crowds on the midway and a carnival barker's promise of "Everybody wins," or "Hey, Mack! Only a quarter! Come on in and win the little woman a teddy-bear," are all a part of the fair and familiar to us "old-timers."

But, to 21 month-old Charles Clayton Crain — son of Mrs. Kay Crain, of the Advertising Department in Beaumont — the sounds, sights and smells were a source of wide-eyed amazement on his first trip to the fair.

Even with the help of his mother and grandparents, Mr. and Mrs. F. R. Smith — Mr. Smith is operating superintendent of the Beaumont Division — the South Texas State Fair midway and exhibits held too much for one small boy to absorb in one visit.

Like all small boys, the mysteries of the rides didn't remain unknown long. Cords for bell ringing, steering wheels on the cars and the hobby-horse were soon being yanked, twisted and enjoyed by Charles Clayton as he was whirled around the pre-determined course.

Livestock was there to be pointed to with appropriate exclamation and poked with a finger to see that they were all the claims said and deserved the many colored ribbons hanging above the stalls.

Possibly he wondered at the people who entered the lighted "big rides" and were lifted high into the air or whirled in a circle in cages or seats. What fun would it be with no bells to ring or horns to blow?

The excitement of the fair finally gave way to a yawn and sleep was slowly creeping up on this youngster who, tonight, had joined the people who make this pilgrimage down the midways each year. The ferris-wheel was the last sight before the small head drooped to grand-pa's shoulder and sleep came to Charles Clayton Crain.



After Hours . . .



"Oh, dem golden slippers."

Louisiana Gulf Stater Raises Regal Beagles

MR. AND MRS. STEVE LAURENT
HAVE A DEN FULL OF TROPHIES

One phonograph record that isn't popular at the Yaun Street, Baton Rouge home of Mr. and Mrs. Steve Laurent is "You Ain't Nothin' But A Hound Dog."

That's because hound dogs, specifically beagles, ARE something at the Laurent's SAN ROCK Kennels, where the Louisiana Station Gulf Stater and his wife raise outstanding dogs. Proof of this is evident in their den which is filled with medals, trophies and special awards, including a hand engraved set of sterling silverware, valued at \$300.

Leading a dog's life at the Laurents is a pretty good deal, any way you look at it. The dogs are carefully housed, fed, exercised and groomed. Their health is checked regularly. On field trial trips they are insured for close to \$1,000. All are registered with the American Kennel Club.

Top dog in the kennel is four-year old field

champion San Rock Rose-Anna, which has brought fame to San Rock from field trials held in all parts of the country. Mrs. Laurent's favorite is two-year old San Rock Golden Slippers, well on her way to joining Rose-Anna as a champion.

Mr. Laurent came by his dog-loving nature naturally. His father raised dogs and Steve has followed suit since he was a boy. He is president of the Pelican State Beagle Club and is secretary of the Louisiana Association of Beagle Clubs. He is called on frequently to serve as judge in field trials, mostly in the South.

If you were to ask Mr. Laurent's regal beagles whether they preferred Baton Rouge to Moscow, you'd probably get a short answer.

"Sputnick, nuttnick, we think San Rock, U. S. A. is far enough out of this world!"

Mr. and Mrs. Laurent show some of the trophies and ribbons won by their Beagles.

Here in the yard it's easy to see the Laurent's hobby is a lively one. These seven Beagles are a handful for any two people.



PORT ARTHURANS
DO THEMSELVES
AND OUR COMPANY
PROUD AGAIN IN . . .



Loraine Dunham puts a sailorcap on "Commodore" Reddy, as he takes command of the S. S. Reddy Kilowatt in this year's CavOilcade parade in Port Arthur.

1957 CAVOILCADE PARADE



Sue Mathis, 16-year-old daughter of Mr. and Mrs. Edgar Mathis, (he's local superintendent at Sour Lake), was a duchess in CavOilcade. She was sponsored by American Legion Auxiliary Unit 103 of Sour Lake. Miss Mathis is a junior in Sour Lake High School and was voted one of the sophomore favorites last year, plays with the Rhythm Aires (school orchestra), is an officer of the FHA and is a member of the school annual staff.

Gulf Staters in the Port Arthur and Beaumont area take an active part in Port Arthur's CavOilcade, which is held each year during Oil Progress week and is a combination of fair, Port Arthur achievement week and Oil Progress Week all rolled into one giant week-long celebration in the city that "oils the world."

This year our Company's float again won first place, the second time in two years. Our float is entered each year in the commercial division.

The design for the float was created by Loraine Dunham, of the Port Arthur Engineering Department, with the help of the Beaumont Advertising Department. Other Port Arthur employees

A. Boutte, buildings and maintenance; Ray Cornier, storeroom; N. W. Perego, buildings and maintenance; and Wayne Dunham, sub-station operator — assisted Loraine in its construction.

Wayne Dunham, Loraine's brother, designed the stage scenery used for the coronation ceremonies at Woodrow Wilson Junior High School. This was his second year to have charge of this phase of the celebration.

Sue Mathis, daughter of Mr. and Mrs. Edgar Mathis, was selected a duchess for this year's CavOilcade. Sue is a sophomore at Sour Lake High School in Sour Lake, where Mr. Mathis is local superintendent.

Gulf Staters, A. Boutte, Loraine Dunham, Ray Cornier, N. W. Perego and (not shown) Wayne Dunham — all of Port Arthur — built our float from a design which they produced with the help of the Advertising Department.



"Our Most Pressing Problem"

Whether The Electric Power Industry Continues

By EDWIN VENNARD

This is the last in PLAIN TALKS' series of four excerpts from a speech, "Our Most Pressing Problem," by Edwin Vennard, former Gulf Stater and now vice president and managing director of the Edison Electric Institute.

An interesting sidelight revealed by survey is that members of co-ops, who receive this benefit, are more strongly opposed to it than company customers, upon being informed of its nature.

On the subject of tax inequality, we have the results of another survey. A survey was made in July of this year in which the following question was asked: "As you understand it, do REA co-ops and publicly owned electric systems pay the same local, state, and Federal taxes that the privately owned electric companies do?" The answers were

No	21 per cent
Yes	11 per cent
Don't Know	68 per cent

In other words, (adding the "Don't Know's" and the "Yes's") 79 per cent of the people tested did not know the present tax policy discriminates in favor of cooperatives and public bodies against the 80 per cent of our citizens who purchase power from power companies.

We learned years ago that our problem was due to a lack of information in the hands of the public, and our industry set out to correct this situation. These two surveys show that we still have much to do.

On the other hand, the subject of atomic power

is a hot one in the press and in the minds of the public. Most people are interested in it, and the novelty of the idea seems to have captured the interest of the American mind. On a subject such as this, which has had a good public airing and has been kept in the limelight, we make a much better showing. A survey reveals that opinion runs 3 to 2 in favor of private rather than government developments of atomic power.

Informed People Favor Us

From the Pacific Northwest we have the results of another survey. As you may recall, the election held in Stevens County turned a spotlight on the power issue. Both sides laid their cases before the people of that county, and, as a result, the residents got a thorough education on the relative merits of government power and business-managed power. You will recall that the people voted in favor of company operation. After the elections, a survey was taken and public opinion in Stevens County was compared to that of a system-wide cross section.

People were asked if they thought that government power projects paid the same taxes as power companies. In the company-wide group, 23 per cent said, "No, they do not"; in Stevens County, 43 per cent said "no." Almost twice as many in Stevens County had correct information on this question.

They were then asked if they thought government projects should pay the same taxes as power companies. Sixty-seven per cent of the company-wide group and 77 per cent of the Stevens County group said "Yes".

Either figure is encouraging, but the results in Stevens County show the effect of learning the facts. Remember, too, that this was not a one-



As A Free Institution Depends On An Informed Public

sided campaign but an airing of the views of both sides.

Remedy Lies Within Ourselves

We have reliable indications that the American people will be opposed to the policies that encourage government encroachment, once they are informed of the facts. We cannot escape the conclusion that the remedy lies within ourselves. We have the facts and, furthermore, we have the means for communicating these facts to our customers and to all the American people. To that extent we are to blame for allowing this state of affairs to continue.

If we are to preserve our part in the free enterprise system, we must inform the people of the facts; we've got to tell our story. The matter of government encroachment is one of great importance to every power company in the country, large or small. All are involved in this common problem and all have a great deal at stake in the issue. We should all work in unison to meet this common problem. It cannot be solved with the limited strength and ability of any one company; it requires more than that. It is going to take the best united effort our industry can make.

Big Problem

The remedy that I am suggesting is not an easy one. It will take time, energy and wisdom. But if the remedy seems difficult, let us take courage from the fact that we are dealing with a big problem. What we do about it will determine whether the power business continues as a free institution or whether it will gradually be taken over by the government.

Let us also remind ourselves that this problem of government operation of the power business is part of the bigger problem of government operation of the whole economy and the means of production. This, in turn, has a bearing on the individual freedom that we as Americans cherish so highly.

"Isms" Mean Big Government

Possibly we confuse ourselves with the various terms that we use in describing systems of govern-

ment. We speak of communism, socialism, nazism and fascism as though they represent concepts of government. They all represent the philosophy under which government operates the machinery of production and controls the lives of the individual members of the society. Under any of these systems man is not free.

It makes little difference whether we call the head man in a government a Pharoah, a King, a Caesar, a Czar, or a Dictator, or a Tyrant, or a Fuehrer. If the individual citizen has to look to his government for his personal economic security and advancement, he is not a free individual.

In America we threw off the old philosophy and established a new concept based on the Christian principles of the importance and dignity of the individual. We simply said that man is a free individual because he is a creature of God. We established a government in order to make secure our rights to life, liberty and the pursuit of happiness which we got from our Creator.

We as Americans can go back to the old philosophy, under which the government takes care of the individual by the simple process of calling upon our government to do for us those things which we can and should do for ourselves.

This government operation of the power business is an evil thing because it is a step in the direction of turning over to the government a function that the American people can and should do for themselves. It is a step in the direction of the kind of system that gradually takes away man's individual freedom.

Our studies and research have indicated that there is no economic benefit to the people through government operation of power. There is a seeming benefit because of the application of different rules to public power because of the subsidies at the expense of all taxpayers. The studies further indicate that the American people generally are uninformed. It is our responsibility to see to it that the truth is known.

SERVICE AWARDS

30 Years

20 Years



W. E. Cawthorn
Distribution
Navasota



T. O. Charlton
Dist. Superintendent
Orange



Hershel Rowe
Distribution
Conroe



A. M. Seigler
Distribution
Navasota



L. L. Thompson
Production
Beaumont

10 Years



C. A. Bourgeois
Production
Baton Rouge



N. P. Broussard
Distribution
Lafayette



E. E. Byrd
Distribution
Lake Charles

New 'Home Medallion' Program Is Announced By LBE

A new "Home Medallion" program has been announced by "Live Better . . . Electrically" as a part of its national campaign plans for 1958.

In this new program the local utility will provide a bronze medallion to each new home built in its territory which meets certain electrical standards, which cover wiring, lighting and appliances. Utilities will adjust their standards within a national framework. Industry leaders hope the program will help boost residential kwhr sales by raising the electrical content of new homes and stressing benefits of electrical living.

LBE also plans to broaden and intensify its other promotions, with emphasis on manufacturer support. The 1958 programs were outlined by high ranking executives of seven large companies.



J. P. Forrest
Distribution
Navasota



C. J. Gray
Distribution
Lake Charles



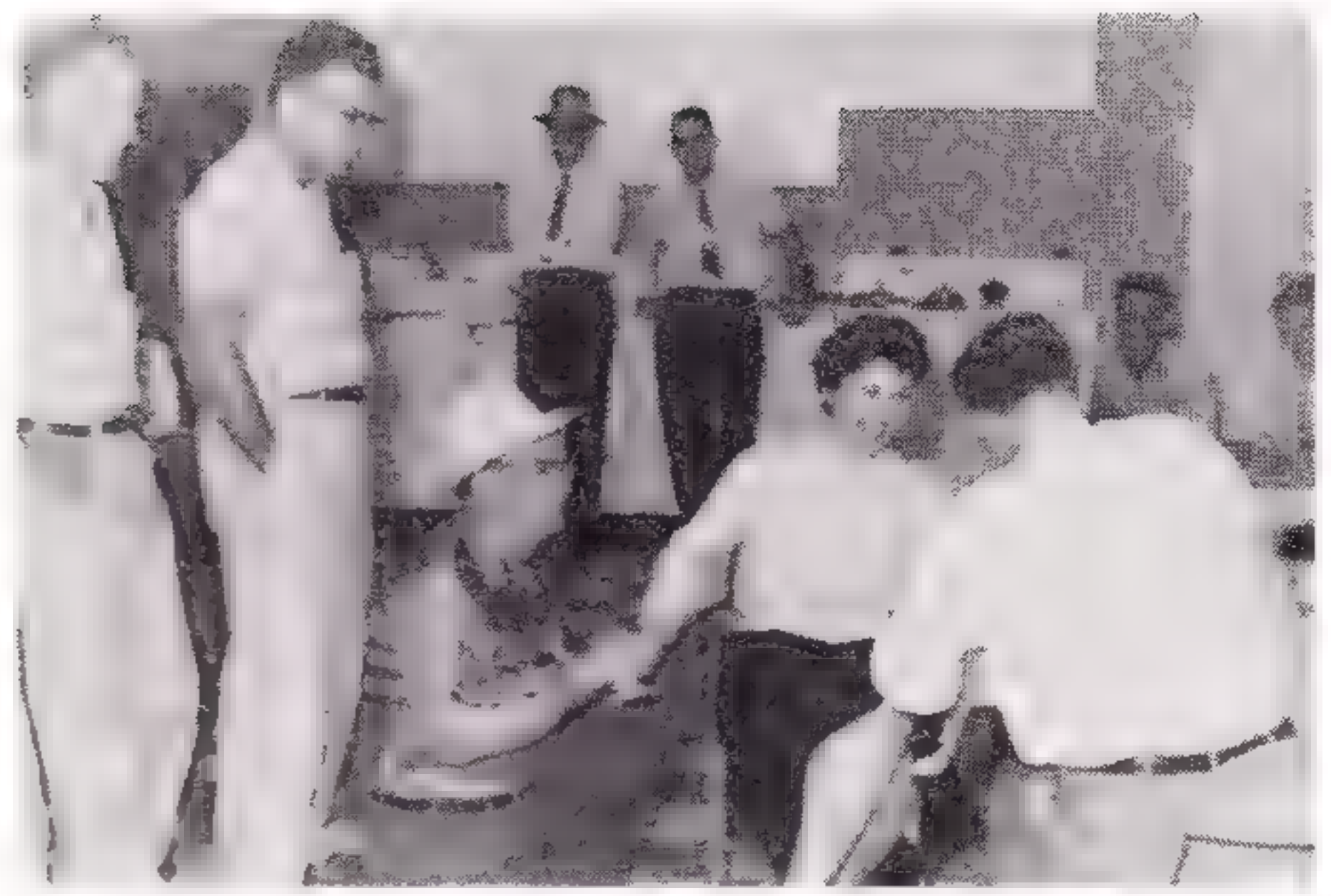
E. L. LeFloor
Distribution
Beaumont



H. O. Wood
Accounting
Port Arthur



Wilfred Duhon grimaces in mock pain as Dr. W. I. Smith gives him an anti-Asian flu vaccination in Lafayette.



Cynthia LaChaussee, Lafayette, proves there's nothing to it as she receives her Asian flu vaccine as Honore Miller, J. K. Powell, Rufus Mier, Oscar Borne, M. M. Miller, Paul Broussard and John Arabie look on. Administering the vaccine is Dr. Smith.

To help prevent "casualties"

Company Provides Asian Flu Shots For Employees

Like a Biblical pestilence, Asian flu settled over the country during the first months of fall and took its toll. In the month of September alone there were 100,000 cases reported throughout the nation. Doctors said that the flu itself was seldom serious, but that complications could develop within the weakened patient whose resistance is lowered by the disease.

A special committee on influenza from the American Medical Association warned in October that the onslaught of flu might seriously hamper the operations of public utilities as well as of health and law-enforcement organizations.

After receiving this report, our Company immediately put in a call for flu vaccine to be distributed to doctors in the area. Under this plan the Company wished to make the vaccinations available to all employees, by paying both for the serum and the cost of inoculation. By doing this, our Company hoped to cut down absences due to sickness and also to encourage employees to take proper precautions to protect themselves and their families.

By November 5, approximately 1,327 Gulf Staters throughout our system had been inoculated or had signed to take the shots.

It is too soon to tell whether the shots will effect absence reports noticeably, but there is hope that flu "casualties" will not be so steep as they have been in the past.

Beaumont Live Wires Appear In Variety Of Costumes At Halloween Ball

Beaumont Gulf Staters pulled costumes out of mothballs, rented them, or sewed their own, to attend the "Live Wires Club's" Masquerade Ball on October 18th in the Sky Room at the Hotel Beaumont. Nick Fazio's Orchestra supplied the music and the judges when the time came to select the best costumes of the evening.

There were few hobgoblins and witches, but plenty of gypsies, rabbits, Indians, cowboys and calypso singers paraded around in the middle of the floor while the bandmembers picked out the most distinctive costumes. Proving that the contest wasn't "rigged", the winners were not Gulf Staters, but runners-up were Mr. and Mrs. Lloyd Riggs, dressed in togas of the ancient Greeks; Mr. and Mrs. Don Kaye, as a caveman and his mate;

Shirley Bucklew with her date Don Lee Jordan, dressed as cheerleader and football player.

Ed Wheeler, Live Wire entertainment chairman, planned the party and supervised the ticket sales. Erline Clubb, Dean Morrell, Flo Wenzell and Billie Jeanette Ward helped put the pumpkins on the tables and string the black and orange crepe paper in the hall.

"It was a successful party," Ed Wheeler said. "We think everybody had a good time and that was the purpose of the party after all."

Auto manufacturers put new models through the toughest tests possible, short of turning them over to teen-age drivers.—Warren Hull.



The T & D Department in Lake Charles went all out in the United Appeals Drive with 100 per cent participation.

WE GAVE

... but good!

Gulf Staters throughout our system freely and generously answered the call of charity organizations in the various united fund drives held last month. Each division reported an increase over last year's campaign donations and in the number to pledge a fair-share.

Walter Benjamin, solicitation chairman for the Company, reported \$8,755.70 or 113 per cent of their quota from employees in the 1957 United Givers Fund Drive in Baton Rouge. This was 26 per cent more than last year.

Ninety-eight per cent of the Baton Rouge employees participated in this drive. Louisiana Station and the Port Allen district both totaled 100 per cent participation.

H. C. Leonard, executive vice president in Baton Rouge and president of the United Givers Fund, said, "I am especially pleased with the excellent attitude and diligent work displayed by the fund solicitors of Gulf States Utilities Company."

United Appeals campaigns through-

out the Lake Charles division saw 99.31 per cent of the employees giving \$4,466.89 this year. This is 130.9 per cent of their quota.

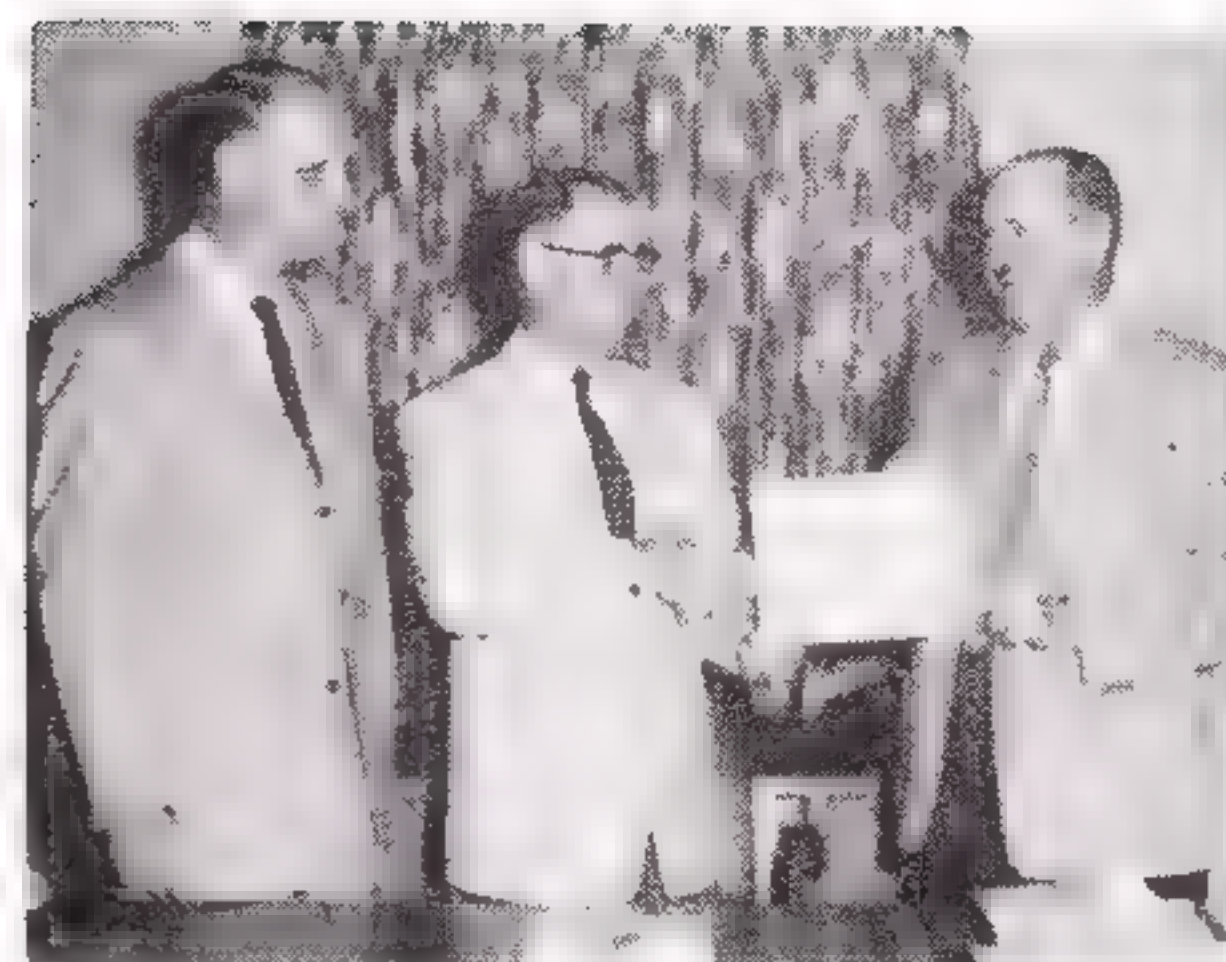
The Accounting, Sales and T & D Departments, and the Sulphur District had 100 per cent participation.

Navasota reports that they had a perfect score this year — 100 per cent of all employees participated in the 1957-58 Navasota-Grimes County United Fund Drive.

Beaumont Division employees did their share by exceeding last year's total by more than \$3,000. The Main Office employees contributed \$14,571.79, Service Center collected \$3,784.71 and Neches Station had \$2,079.93 for a total of \$20,436.43.

Orange employees participated 100 per cent with \$814.36 in this year's United Fund Drive.

In Port Arthur, 137 employees, (98 per cent) pledged to the United Fund Drive. Their total collected this year, was \$2,403.87, as compared to \$1,963.66 collected last year.



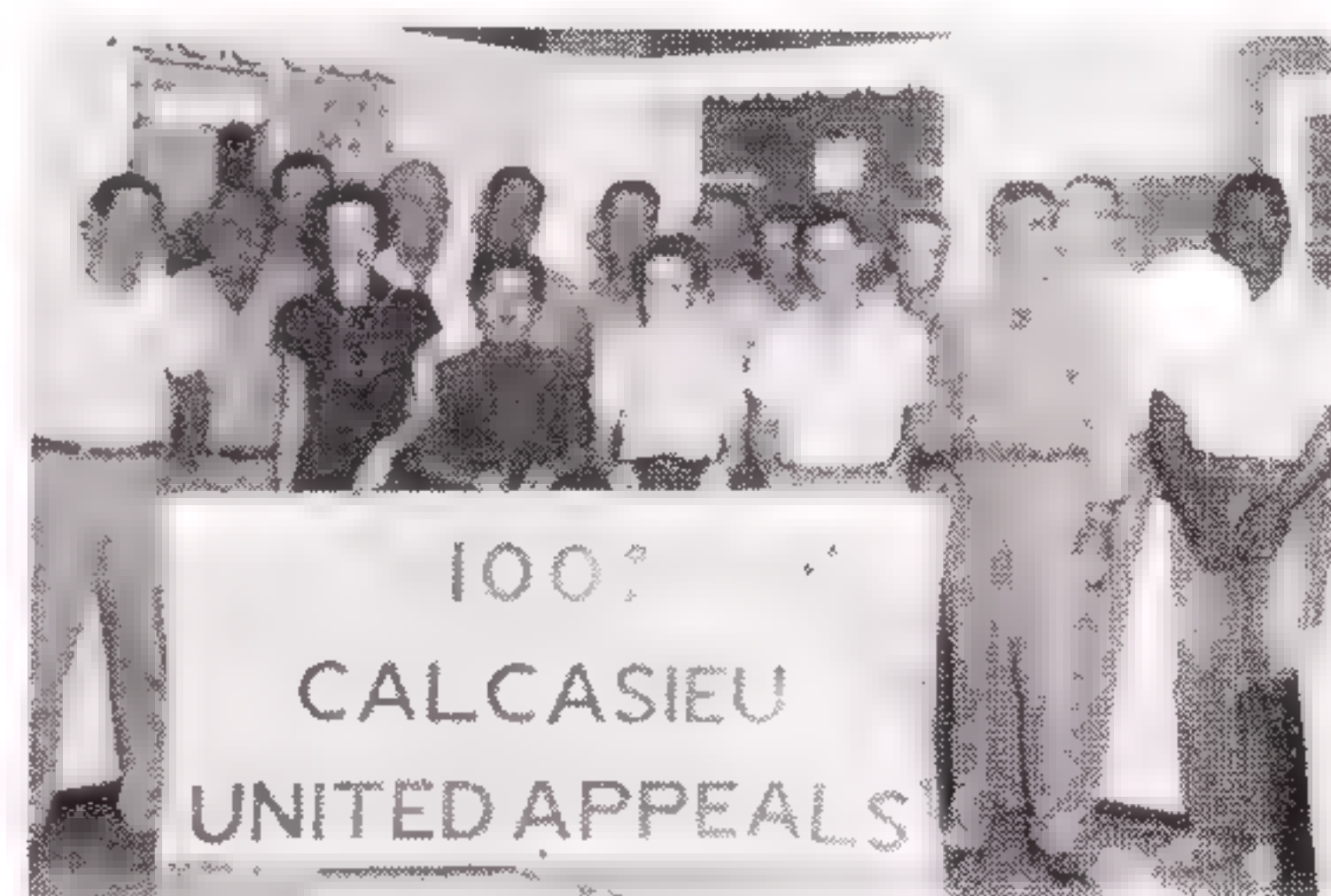
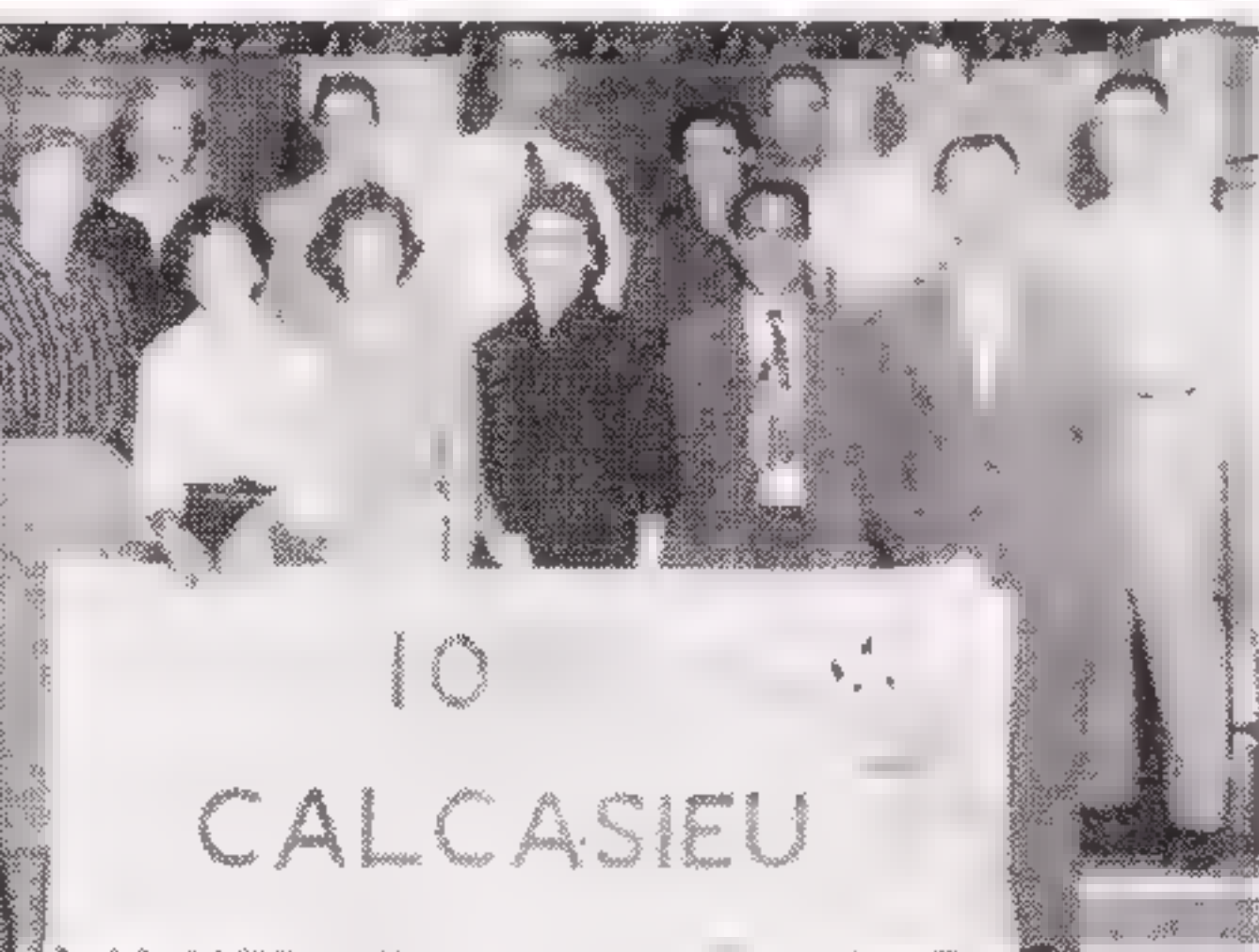
J. B. Hodge, division manager in Navasota, receives the citation for community service in the 1958 Navasota-Grimes County United Fund drive from L. P. Dyer, Fund chairman. Looking on is J. H. McDonald, president of the Navasota-Grimes County United Fund.



Solicitors at Louisiana Station who helped the plant reach 100 per cent participation in Baton Rouge's United Givers Drive are Bob Lowman, A. J. Glynn, C. A. Oubre, J. A. Moran, D. E. Shelton and Walter Benjamin. Mr. Benjamin, of the Sales Department, was chairman for the Baton Rouge Division.

Each part helps make the whole — and these parts helped Lake Charles Division attain a whopping 99 per cent total employee participation. Each of these offices participated 100 per cent in this year's United Appeals Drive. Left to

right are employees in the Sales and Accounting Departments in Lake Charles, Accounting Department in Lake Charles and Sulphur District.



A PEEK AT THE T S A C

These items were among the news that employees were reading in PLAIN TALKS back in . . .

1929

Ottis "Fish" Parker is a new employee at Sabine Station . . . After a big oyster supper the Baton Rouge engineers were stricken with a violent attack of so-called "ptomaine poisoning;" it was several days before some of them regained their springy strides and rosy complexions.

1934

Marvin Seigler of the Navasota line crew has been doing relief work in Huntsville. . . The brand new market for electric refrigeration was among topics discussed at a recent sales meeting of the Commercial Department.

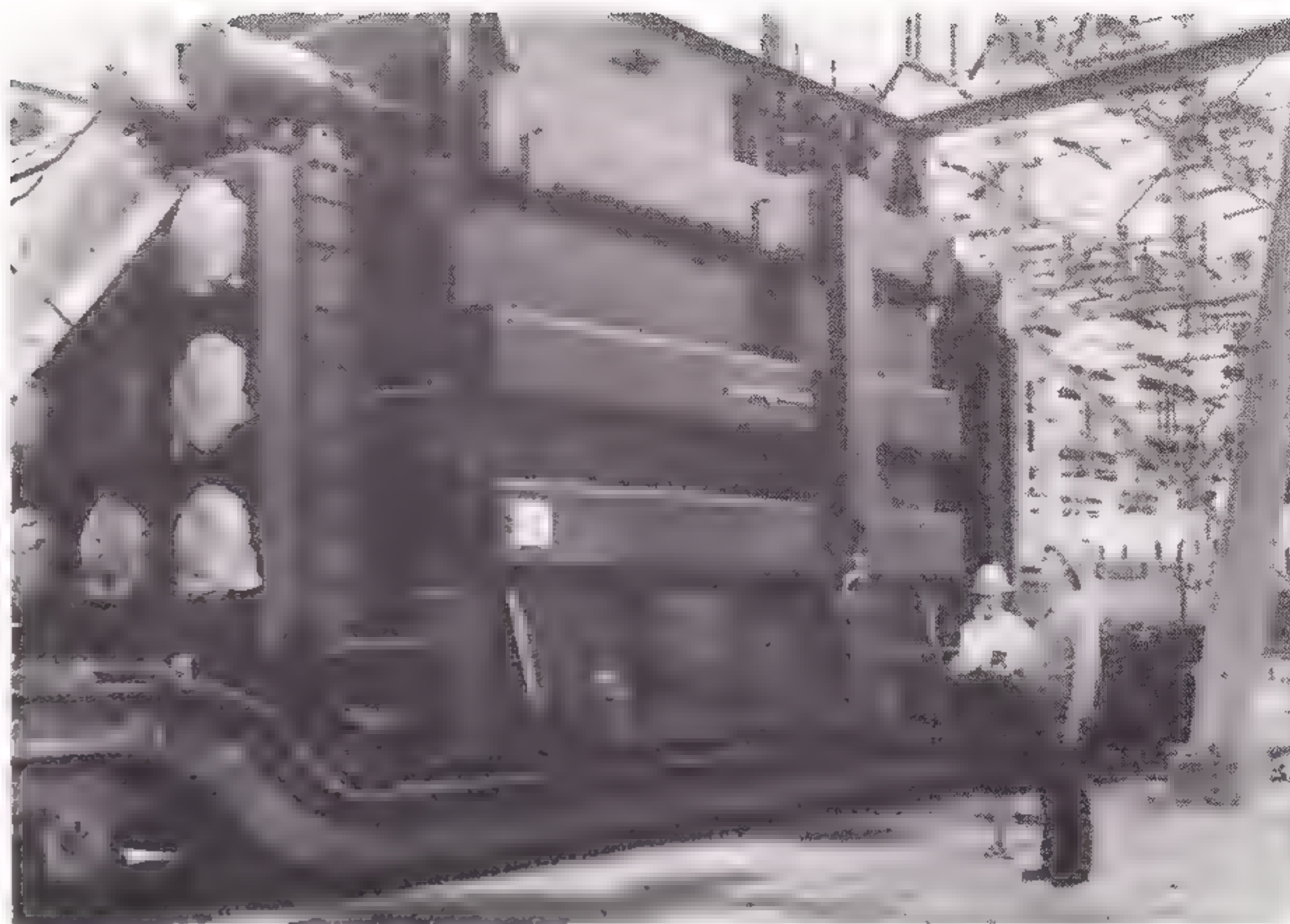
1939

The average kwh per home customer figure is still increasing — it was 1,011 for October. . . One of the most popular commercial displays at the 1939 South Texas State Fair was the Gulf States generator set-up where any visitor could make electricity by pumping a bicycle. . . **Mrs. George Hilliard** has been transferred from the Billing Department to switchboard in Beaumont. . . **Brent Powledge**, formerly assistant serviceman in Huntsville, has joined the line crew.

1944

Thanks to the generosity of employees and to the company's financial cooperation, a swell Christmas box is on its way to every Gulf Stater in the Armed Forces, some 350 in all. . . Transfers include **H. B. Downs**, Service Department, Navasota, to Hemstead; **L. W. Scott**, Service, Nederland, to Jasper; and **K. D. Sistrunk**, Port Arthur Line Department, to Nederland Service Department. . . **Valdemar Westh**, Baton Rouge Production Department, won first prize of a \$25 War Savings Bond in our recent Safety Contest.

Come, ye thankful people, come;
Raise the song of Harvest - home!
—Henry Alford



The largest transformer ever ordered by our Company in our entire service area has arrived at Neches Station. It is rated at 135,000 kva and will be tied into our new "No. Eight" 111,000 kilowatt generating unit now under construction at the station. The new transformer, which will begin operation by May, 1958, will boost voltages to match our ever-increasing consumer demand. The fact that transformers are made in all sizes is demonstrated to Hazel Collins, stenographer, by Ottis Parker, electrician, both in our Production Department at Neches Station. Hazel holds a tiny 1/20 kva transformer used as a control transformer inside the plant.

World's First All Privately-Financed Atomic Power Plant Begins Operation

Atomic Energy Group Negotiates Contract

The world's first all privately-financed atomic power plant has begun operation. Producing 5,000 kilowatts, enough electricity to supply the needs of a town of 12,000, the plant began operating in Pleasanton, California, October 24.

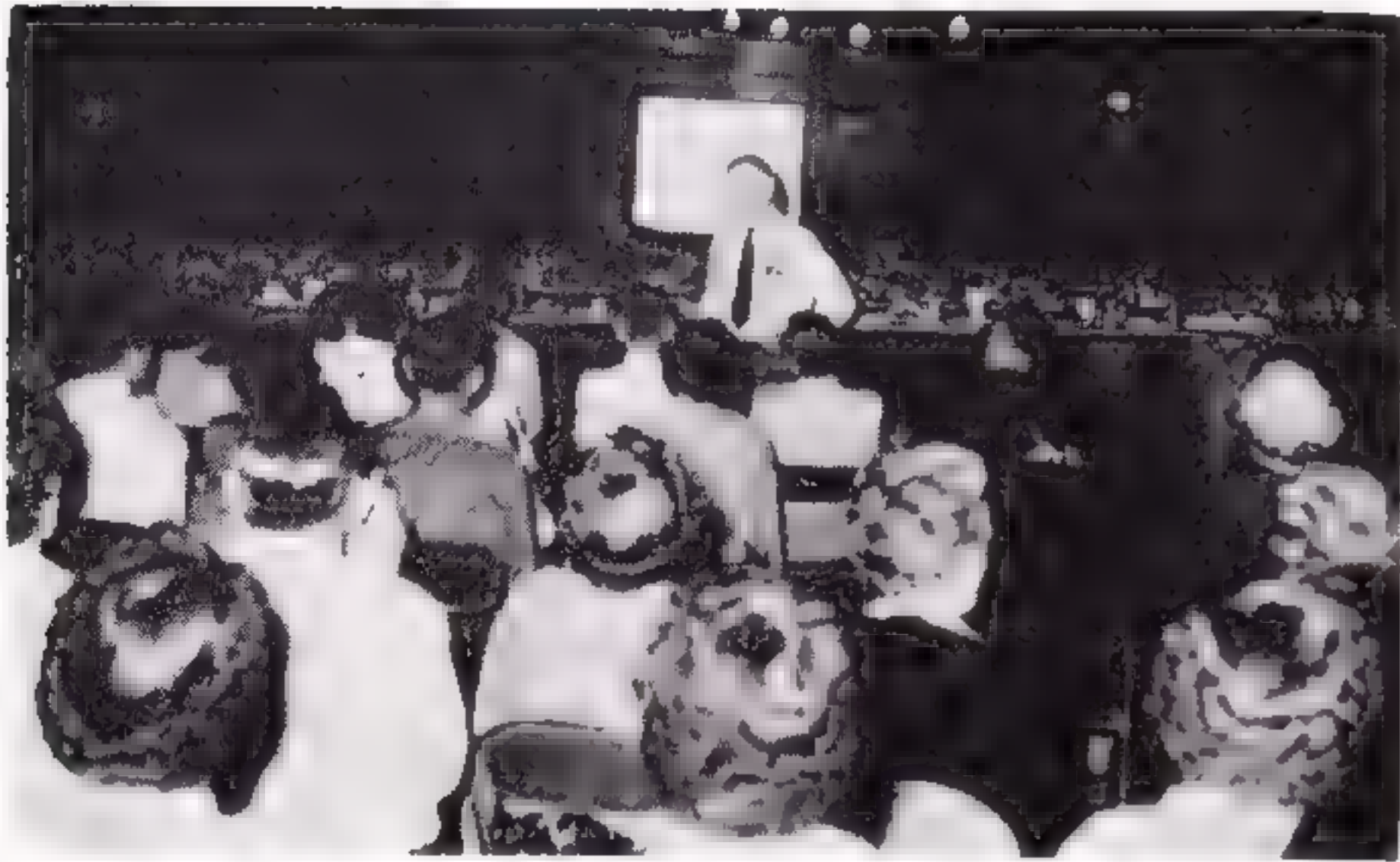
At present this electricity costs half again as much as electricity produced by conventional means, but officials say that there will be a big savings if ways can be found to prolong the life of the atomic fuel element.

Pacific Gas and Electric Company has invested \$572,000 in the project, and General Electric, \$9 million. H. R. Sutherland, president of PG and E, said an atomic plant capable of producing 200,000 kilowatts may be built in northern California by 1960.

Southwest Atomic Energy Associates, of which our Company is a member, (PLAIN TALKS, July, 1957) is negotiating a contract with Atomics International, a division of North American Aviation, Inc., for study of an epithermal breeder reactor. The contract would involve a four-year, \$5-million research program, with laboratory research and development work aimed at achieving a critical experiment. After determining economic and technical feasibility, the utilities then would explore building of a reactor.

The reactor type is an improvement of Atomics International's sodium reactor series, which holds promise for high-temperature operation. The epithermal breeder might use beryllium or graphite as moderator.

"Husband-And-Wife" Party In Lafayette



H. C. Leonard, executive vice-president, addresses employees at the Safety Department's "husband-and-wife" party in Lafayette.

Lafayette's annual "husband-and-wife" party, sponsored by the Safety Department was held last month. A dinner was held picnic style. Guests heard safety talks by H. C. Leonard, executive vice-president from Baton Rouge, F. W. Merrill, operating superintendent of the Lake Charles Division and J. Roy Peckham, district superintendent in Lafayette.

THE PET HOG



Reprinted By Permission THE CHIGACO TRIBUNE



The 1956 Annual Report to our stockholders won the "oscar" of industry, second place award in the Financial World Annual Report Survey for 1956. The Annual Report is compiled, edited and distributed by the Corporation Department, headed by William H. Gieseke, vice-president and secretary. More than 14,000 stockholders, all Gulf Staters, and many industries, financial institutions and other utilities receive our Annual Report each year.

From October's Deluge Of Safety Suggestions -

TEN MORE 'BRAINSTORM' WINNERS CHOSEN

October brought in a deluge of safety suggestions in the monthly Brainstorm Contest sponsored by the Safety Department.

"It's no easy job picking the best ten ideas," said F. W. Jones, safety director. "They are all good."

There are two more months in which you might be a winner of the \$5 prize offered for each of the ten best safety ideas. The contest closes December 31.

Here are this month's winners:



Marie Allen,
Publicity Department,
Beaumont

"During the hunting season, remember don't mix alcohol and gun powder."

Jean Cole, Sales
Department, Beaumont

"Remember to close the flap on a book of matches before striking a match, otherwise you may ignite the entire book, causing a painful burn."



H. C. Davidson,
Operations Department,
Beaumont

"Step lively when boarding our new elevators — but ladies do be careful with those high heels as you enter or leave the elevator. There's an

opening at the entrance just wide enough to catch your 'spikes' and throw you for a loop."



T. H. Lindsey,
Line Department,
Beaumont

"Never fly a kite with wire string, serious injury or death you may bring."

L. M. Risher,
storeroom, Lake Charles

"If at first you don't succeed, your second chance just may not be, so always remember to practice safety, please."



E. A. Sandlin,
Engineering Department,
Beaumont

"Safety is a matter of 'look,' not luck."



Daisy B. Smith, Line Department,
Baton Rouge (No picture is shown of Daisy because she won in August.)

"Girls, when opening file cabinet drawers, make double sure you do not open two full drawers in the same cabinet at the same time, or you'll wind up with a lap full of file folders and a file cabinet as well."



Flo Wenzell,
Sales Department,
Beaumont

"When you see a rubber band or a paper clip on the floor, don't just walk over it; pick it up, it may save you a nasty fall."

Bea Yazbeck, Advertising
Department, Beaumont

"To make sure that walk across the street is not your last, use the crosswalks provided for safe street crossing."

(Example: Beaumont Main Office Building's employees' entrance to opposite parking lot.)



Steve Williams,
Garage Department,
Baton Rouge

"A fire drill should be given to instruct all employees in the proper procedure to follow to fight fires, what extinguisher to use, location of them and fire hoses, etc."

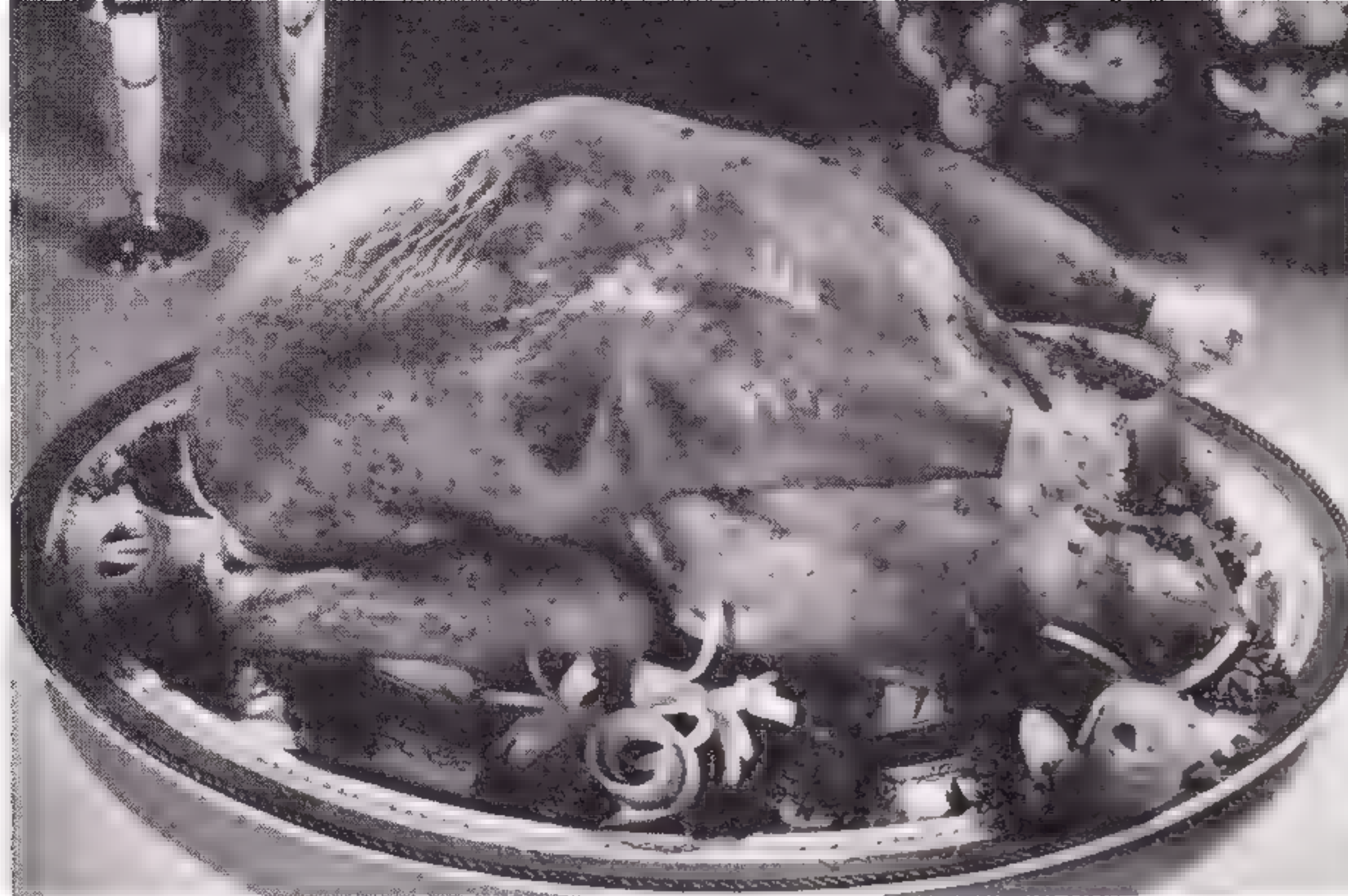


Nothing is more honorable than a grateful heart.

—Seneca

But whether we have less or more,
Always thank we God therefor.

—(source unknown)



PLAIN AND *Fancy* TALK

It's almost turkey time again and to help you serve your family a really tasty Thanksgiving dinner, Miss Leonora O'Neal, home service director, Beaumont, has prepared a special menu and included all the recipes for you. From the shrimp cocktail to the traditional pumpkin pie, we think you'll find these foods easy to prepare and family-approved.

THANKSGIVING MENU

Shrimp Cocktail
Roast Turkey
with Cornbread Dressing
Orange Glazed Sweet Potatoes
Buttered Onions
Asparagus Salad
Cranberry Sauce - Celery & Olives
Hot Rolls
Pumpkin Pie
Fruit Nuts
Demitasse

SHRIMP COCKTAIL SAUCE

½ cup catsup or chili sauce
3 Tbsps. lemon juice
¼ tsp. salt
2 drops Tabasco sauce
2 tsps. Worcestershire sauce
1 Tbsp. horseradish
¼ cup finely minced celery

Mix all ingredients. Store in refrigerator until ready to serve. Stir well before serving. Serves 6. (For simpler cocktail sauce, use only first three ingredients.)

ROAST TURKEY

Thaw turkey if frozen. Wash entire bird well. Season inside and out with salt and pepper. Allow about 1 cup of dressing for each pound of turkey. (Dressing may be prepared ahead of

time, but refrigerate dressing and turkey separately.)

Place turkey on rack in roasting pan. Do not cover. (Place in oven feet first since this is the thicker part of bird.) The larger the turkey, the lower it is placed in the oven.

TIMETABLE FOR ROASTING

STUFFED TURKEY

(An unstuffed turkey requires about 5 minutes per pound less roasting time)
Stuffed Weight Oven Temp. Total Time

8-10 lbs.	325° F.	3-3½ hrs.
10-14 lbs.	325° F.	3½-4 hrs.
14-18 lbs.	300° F.	4-4½ hrs.
18-20 lbs.	300° F.	4½-5 hrs.

To test for doneness, press thickest part of drumstick with fingers — when meat feels soft, turkey is done. If leg joint breaks or moves readily when drumstick is moved up and down, turkey is done. Do not prick with fork.

CORNBREAD DRESSING

1½ cups onions, chopped
2 cups celery, chopped fine
½ cup melted butter or margarine
6 cups corn bread,* crumbled
½ cup parsley, chopped
1 Tbsp. salt
Black and red pepper to taste
Hot milk
4 eggs (2 raw, 2 hard-cooked)
3 tsps. baking powder

Saute onions and celery in butter or margarine until tender, but not brown. Add corn bread, parsley, salt, pepper and enough hot milk to moisten. Add beaten raw eggs and chopped cooked eggs. Add baking powder and stuff poultry or meat.

*CORN BREAD (Double your recipe for making stuffing)

ORANGE GLAZED SWEET POTATOES

6 medium sweet potatoes
2 Tbsps. butter
¾ cup brown sugar
2 Tbsps. dark corn syrup
1 Tbsp. grated orange peel
½ cup orange juice

Halve or slice sweet potatoes. Melt butter and brown sugar in skillet. Add syrup, orange peel and orange juice. Cook over low heat until slightly thickened. Stir occasionally. Add sweet potatoes. Simmer gently 30 minutes.

BUTTERED ONIONS

12 medium sized onions, peeled
¼ inch water in bottom of pan
2 tsps. salt
½ cup melted butter

Start cooking on high heat in covered utensil. When steaming well, cut to low heat and steam 25-30 minutes. Serve with melted butter. Serves 6 to 8.

ASPARAGUS SALAD

Lettuce
Chilled asparagus spears
Tomatoes
Green pepper or pimienta
Mayonnaise

Cut lettuce into ½ inch slices. Place slice of tomato on lettuce, then arrange asparagus spears on tomato. Add green pepper or pimienta slices for garnishes and top with teaspoon of mayonnaise.

WHOLE CRANBERRY SAUCE

2 cups sugar
2 cups water
4 cups cranberries

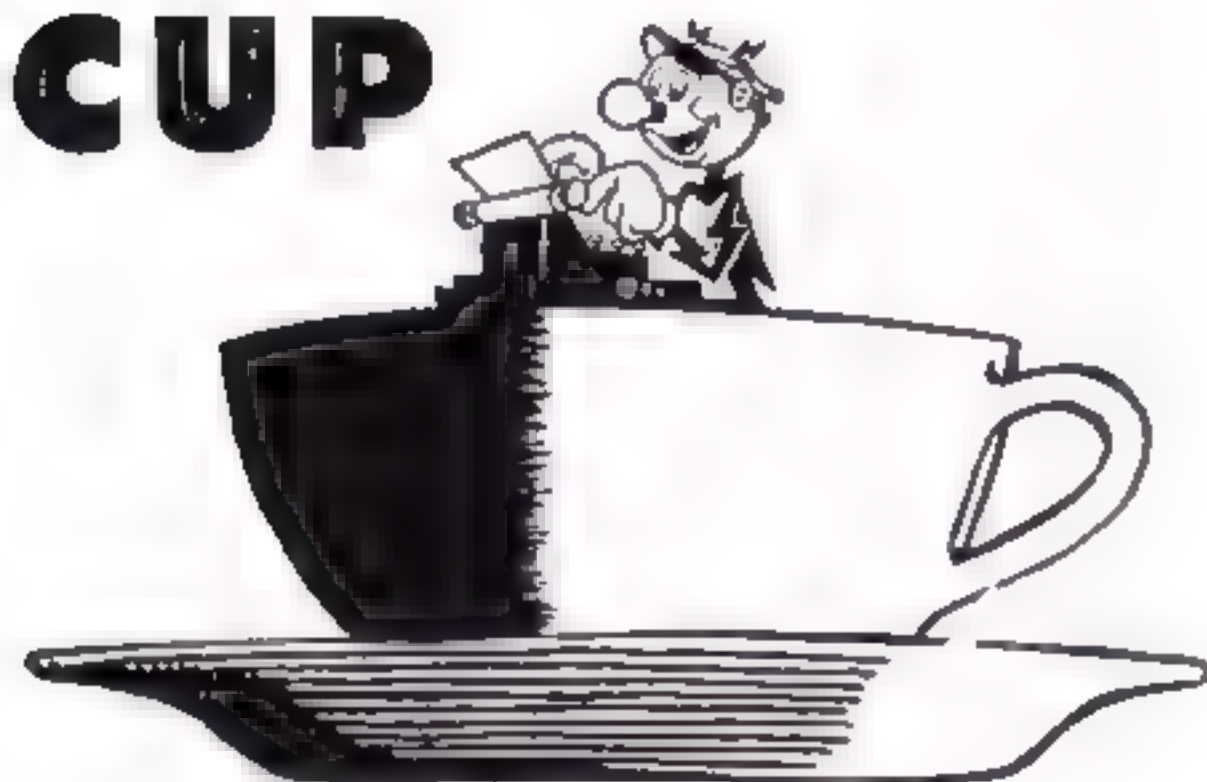
Bring sugar and water to boiling point and boil on second heat for 5 minutes. Add cranberries and boil without stirring until all the skins pop open, (about 5 minutes). Remove from unit and allow sauce to remain in saucepan until cool. Makes one quart.

PUMPKIN PIE

2 eggs, slightly beaten
1 can (#303) pumpkin
¾ cup sugar
½ tsp. salt
1 tsp. cinnamon
½ tsp. ginger
¼ tsp. cloves
1½ cups evaporated milk, milk, or light cream
1 unbaked 9-inch pie shell

Combine eggs and pumpkin. Mix sugar with salt and spices and add to pumpkin mixture. Blend in milk. Pour into a deep fluted pie shell. Bake at 425 degrees for 15 minutes, then reduce temperature to 350 degrees and continue baking 45 minutes, or until knife inserted in center comes out clean.

over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and PLAIN TALKS are happy to have.



Margaret Galloway

Margaret, departmental clerk in the Beaumont T & D Department, will celebrate her third anniversary with our Company in February. After working hours her time is devoted to her family which includes husband Noel, an electrician at Magnolia Petroleum Company, a four-year-old daughter, Jinny, and three-year-old son, Carl.



Shirley Crawford

Shirley Crawford is a new home service advisor with our Company. Her duties will take her to Nederland, Port Neches, Port Acres and Sabine Pass.

A graduate of the University of Texas, Austin, Shirley holds a bachelor of science degree in home economics. She lives with her parents, Mr. and Mrs. S. L. Crawford in Port Arthur.



LAFAYETTE

Lafayette employees enjoyed their annual Safety Supper Barbecue October 9, at the Lafayette Substation Yard. Special guests included Mr. and Mrs. F. W. Merrill, Mr. and Mrs. E. W. Ward, Mr. and Mrs. S. L. Stelly, Mr. and Mrs. Paul Harrington, Mr. and Mrs. F. W. Jones, Mr. and Mrs. J. M. Stokes, Mr. and Mrs. F. J. Johnson, Mr. and Mrs. Monroe Larkin, George Hall, H. C. Leonard, Red Hornsby and Hugh Holland. Special thanks go to Earl Broussard and his committee for a wonderful party.

Nathaniel Broussard has been elected president of the Judice Band Parents Club at Judice High School. Nat has three children in the band. He is a substation operator.

Mr. and Mrs. Luther Gallet and children are enjoying the comforts of their newly-built home. Luther is a serviceman.

Lafayette welcomes Cesaire Guidry Jr., a new employee from Rayne. He is working with the Line Department.

"Happy birthday" to Harold Beaugh, Cynthia LaChaussee, Leroy Boutin, Chester Farmer and Barbara Cortese.

—By Cynthia Nolan

JENNINGS

District Superintendent and Mrs. B. J. McMaster spent three weeks seeing the sights of Louisiana, Mississippi, Alabama and Florida last month. While in Florida they attended the Water Ski Ballet at Cypress Gardens, visited underwater caves in Silver Springs, the Naval Base at Pensacola and Miami Beach. In New Orleans they visited numerous interesting places, including the St. Louis Cathedral, Jackson Square and Arnaud's.

Rodney Benoit and Rodney L. Ringuet, meter readers, celebrated their birthdays last month.

—By Mary Gauthier



John R. Bordelon, residential sales representative, (left) and Amos L. Fontenot, meter reader, both of Jennings, report they had a grand time fishing on their vacations. To back up their fish stories, they display this string of bass. They won't say where their fishing spot is.



Judee Lonsinger, general accounting, was given a shower prior to her marriage to **Frank Lee Tipton** at Bethlehem Lutheran Church on November 2. The shower was given by the women employees in General Accounting in Beaumont.



Beaumont T & D Department has four new employees. They are **Carole Rench**, **Gayle Comerford** and **Charles McNeely**, all of T & D Engineering; and **David Kelly**, who is in the Substation. We welcome all four and also **Joe Bondurant**, an engineer who has been in training and is now assigned to the T & D Department.

Some of the fellows from T & D got together recently for another of their frequent seining trips. They went down near McFaddin Beach and caught about 50 or 60 pounds of fish and about 10 pounds of shrimp. There were a number of casualties, too, as three fell victim to "gaff-tops" and one caught a crab the hard way. In the group were **Fred Roffman**, **George Hickman**, **J. C. Sawyer**, **Charles McNeely**, "**Bubba**" **Stahl** and "**Bubba**" **Jr.**, all of T & D, and **Buck Morton** and **Charles Kelly** of Engineering Planning.

—By *Margaret Galloway*

Linda Gager, daughter of **A. F. Gager**, Beaumont T & D Department, was named queen of the French High School Homecoming celebration. Linda was honored at the French-Silsbee football game, October 28.

—By *Lola Martin*

SILSBEE

James L. Landis and **LaVerne Moss** were married September 28 in the home of the bride's parents in Evadale, Texas. Mr. Landis is a meter reader in Silsbee.

We welcome **Faye Bell** to the staff of the Silsbee office. She will replace **Vera Shavers**, who plans to leave in December. The welcome mat is also out for **Joan Hargraves**, who will replace **Vera Beth Wren** in the Kountze office. Mrs. Shavers is expecting an addition to her family and Miss Wren will be married in December.

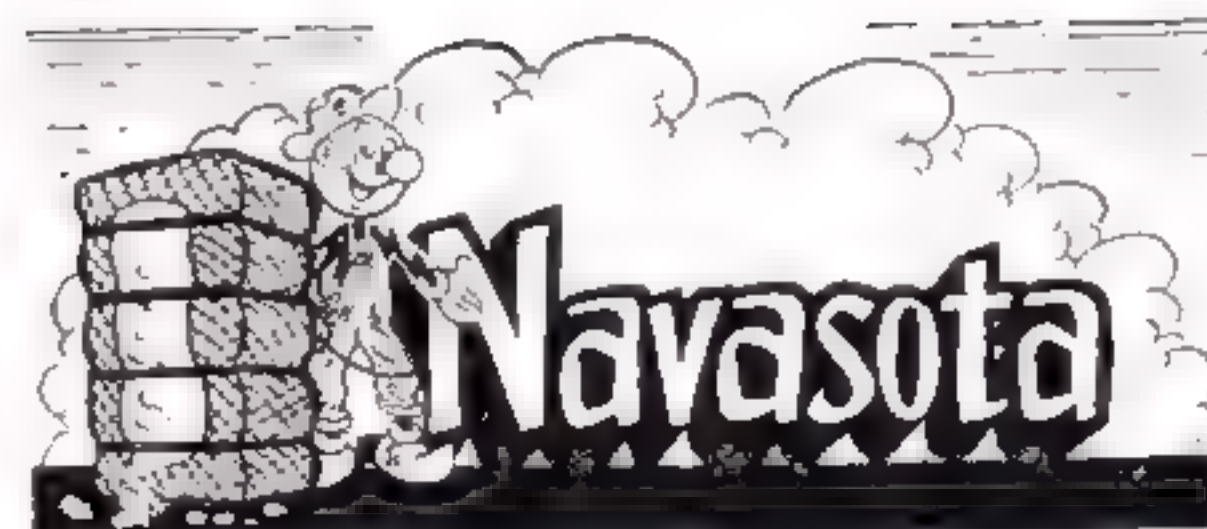
—By *Doris C. Cryer*

WOODVILLE

Vic Norvell, local superintendent at Woodville, has been appointed chairman of the Tyler County Heart Association.

Margaret McBride is the new office clerk at Woodville. She replaces **Evelyn Pitts**.

Woodville extends a welcome to **Wilbur Gardner** and **James E. Morgan**. Both are with the T & D Department.



Lela King

Lela Faye King is a new employee in the Madisonville local office. She began work as an office clerk on August 5. She replaces **Elayne (Westmoreland) Campbell**, who resigned July 19, to join her husband, **Dick**, who is employed in Pasadena.

—By *Betty Lynch*



FIRST IN THE LEAGUE is our Company's volleyball team in Beaumont. From left in the rear, they are Captain **Hal Tierney**, Plant Accounting; **G. G. Braud**, Louisiana Tax; **Clayton Arnold**, Statistical; **Don Hall**, Advertising. In the front are **Don Hinkle**, Publicity and **Ward McCurtain**, Texas Tax. **Bob Jackson**, Corporation, and **Jim Turner**, Publicity, were not present for the picture. Shortly after this picture was taken, the team went on to win two more games and gain undisputed first place. Coach-Captain Tierney took a hint from football coaches and was cautious in predicting future victories.



Above is one of three groups of Treasury Department personnel which meets from 4 to 5 p. m., Mondays, Wednesdays and Fridays to study the Federal Power Commission's Classification Book and our Company's Financial Report. From left to right are: G. G. Braud, C. A. Arnold, Q. R. Hollis, Pete Simon, G. S. Mullin, B. J. Harrop, Arlyn Swonger, Helene Hartel, Joe Fontana, R. M. Knobloch, Frank LeMire, Van B. Hereford, Jr., Harold LaFosse and Jim Ingraham, all of Beaumont.



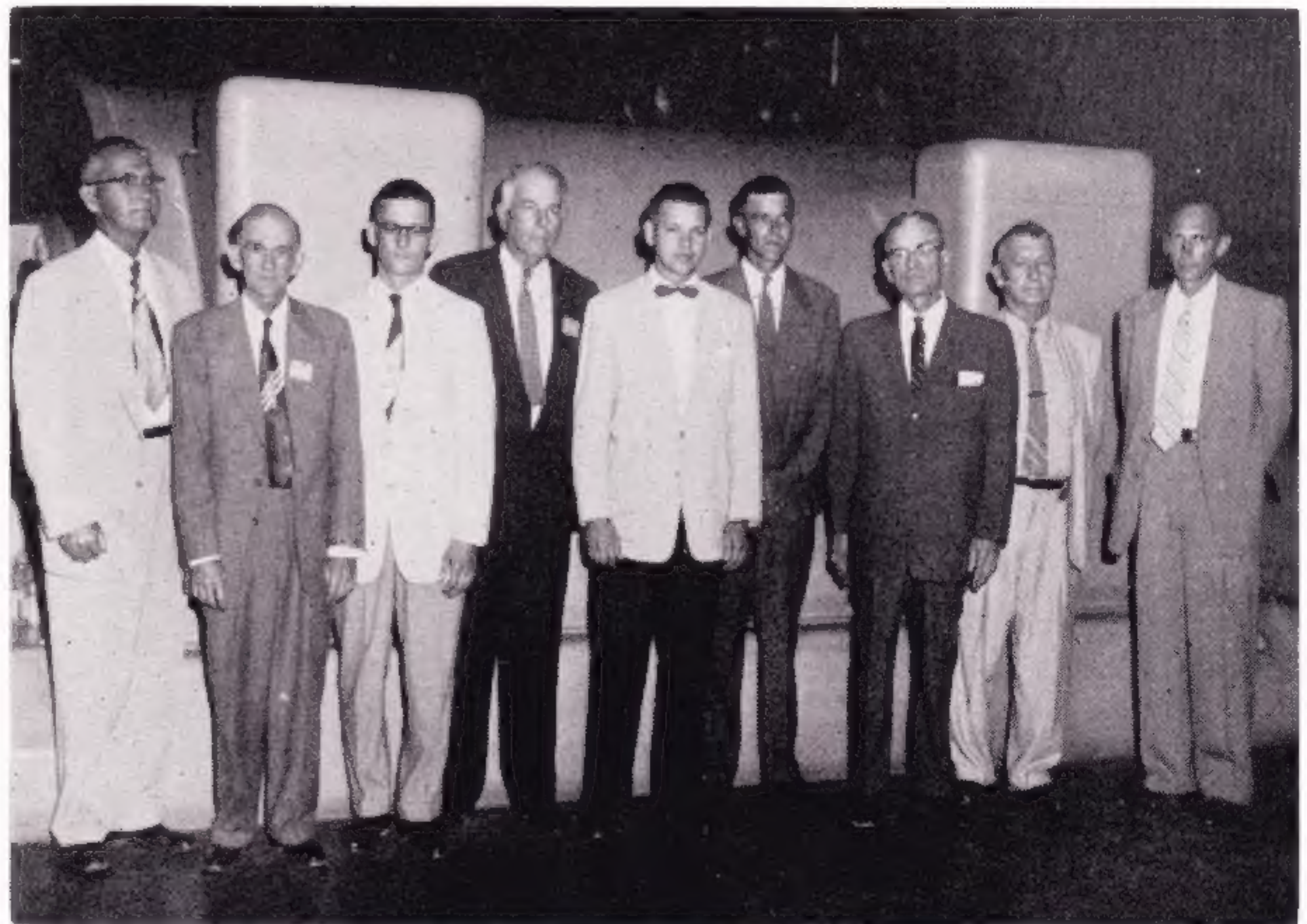
Training classes are being held every other week at Beaumont's Service Center for linemen from throughout our service area. These classes last for one week and cover everything from safety, knot tying to the proper way to climb a pole. The morning portion of the meetings are devoted to theory. During the afternoons the classes study actual application of the methods they have learned.



Leslie Kent

Leslie B. Kent Jr. son of L. B. Kent, assistant general line foreman in the Baton Rouge T & D Department, will receive his discharge from the U. S. Coast Guard early next month and will enroll for the Spring semester at Louisiana State University. Leslie is participating in a six-months' training program and is stationed at Cape May, New Jersey.

—By Daisy B. Smith



Flanking this group of Rosedale, Louisiana officials, left and right respectively, are Bill Efferson, local superintendent of Baton Rouge's Western District, and L. C. Christian, Baton Rouge district superintendent. The Rosedale officials who were escorted through our giant, specially designed Louisiana Station, are shown standing beside one of the plant's 55,000-kilowatt turbo-generators. Left to right, they are Osay Chauvin, Lawrence Badeau, Paul Gant, C. E. Major, Kenneth Gant, Mayor E. L. Major and John Sexton. After the plant tour the men were guests of our Company for dinner. Mr. Christian summarized our Company's growth and plans for the future and answered questions about our service operations in general.

GROWING with Gulf Staters



James L. Bridges Jr. is the grandson of O. G. Floyd, system sales promotion supervisor, Beaumont. He's six months old and the son of Dr. and Mrs. James L. Bridges, who recently moved to Beaumont from New Orleans. Dr. Bridges is a pediatrician.

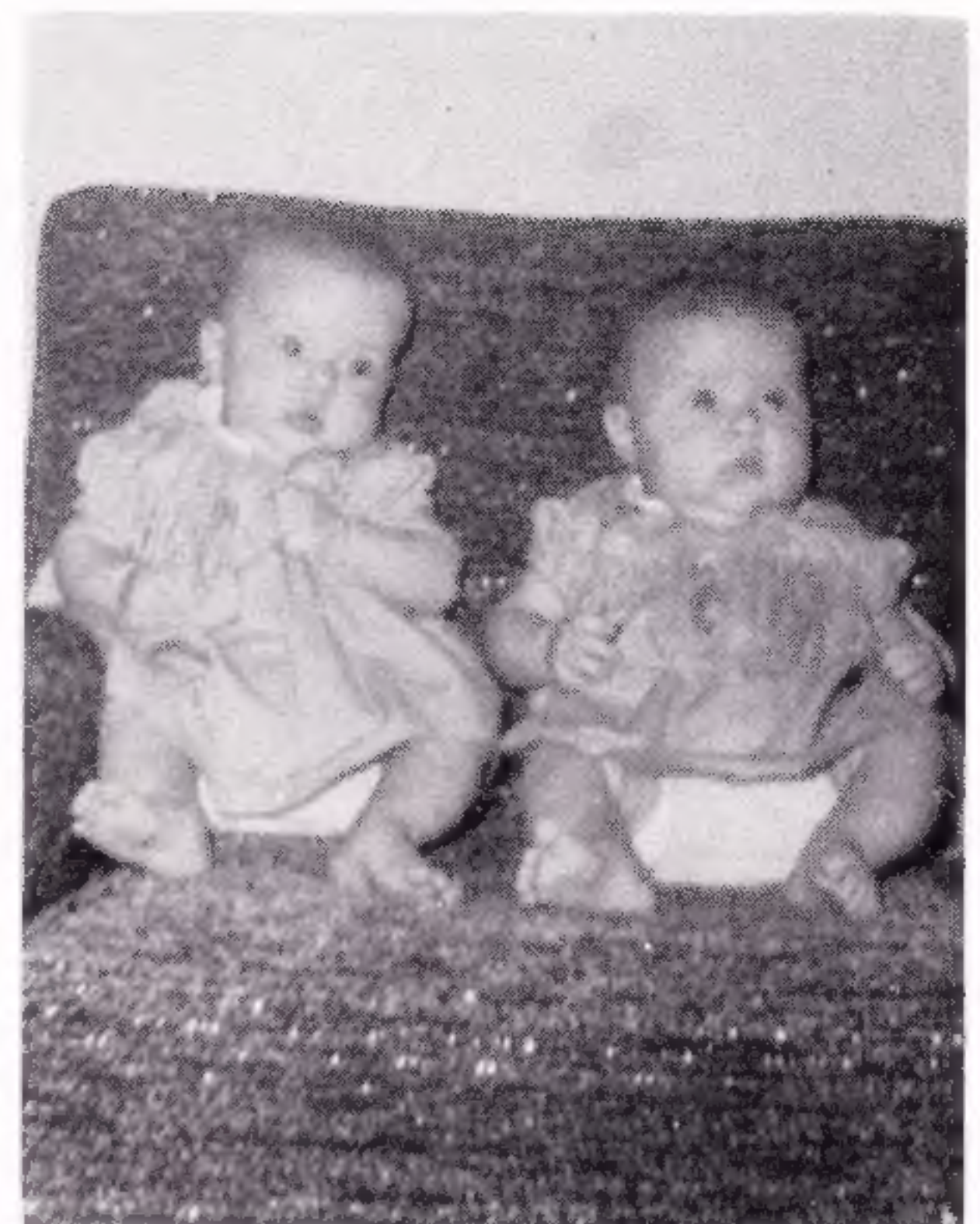


Mr. and Mrs. G. G. Braud, Tax Department, Beaumont, on the birth of their second daughter and third child, **Terry Lynn**, November 5 at the St. Therese Hospital in Beaumont.

Mr. and Mrs. Wilfred St. Julien are parents of their first child, **Lisa Marie**, born October 8. Mr. St. Julien is in the T & D Department at Lafayette.



This happy-looking youngster is **David Lee Streadl**. David was born May 27 and is the son of Mr. and Mrs. David Streadl of Nederland. Mr. Streadl is a meter reader.



Debora Lynn and Cynthia Kay are twin daughters of Mr. and Mrs. John Phares Jr. of Nederland. They were born May 22. Mr. Phares is a Nederland District meter reader.



Mr. and Mrs. John Bordelon announce the birth of a son, **John Jeffery**, their second child, born October 12. Mr. Bordelon is in the Jennings Sales Department.

Lt. and Mrs. Robert Patton Carroll of San Antonio, announce the birth of a son, **Robert Patton Carroll Jr.**, born August 6. The baby is the grandson of W. P. Carroll, local superintendent at Madisonville.

Mr. and Mrs. Jack David announce the birth of a daughter, **Cathy Jean**, born August 27. Mr. David is a residential salesman in Silsbee.

Mr. and Mrs. Albert J. Weimer announce the birth of a son, **Bryan Joseph**, October 1. Mr. Weimer is in the Baton Rouge Gas Department.

Mr. and Mrs. James Harold Brown announce the birth of a son, **James Timothy**, born October 1. Mr. Brown is with the T & D Department at Woodville.

Cheryl Lunn Toups arrived September 27. She is the daughter of Mr. and

Mrs. B. L. Toups. Mr. Toups is in the T & D Engineering Department, Beaumont.

Mr. and Mrs. Ken Londers are parents of a daughter, **Karen Gail**, born October 4. Mr. Londers is in the Beaumont Storeroom Department.

Mr. and Mrs. J. B. Thompson announce the birth of a daughter, **Karen Dell**, born October 5. Mr. Thompson is in the Beaumont T & D Department.

Mr. and Mrs. Joseph W. Flanigan Jr. became parents of a daughter, **Susan Teresa**, October 8. Mr. Flanigan was recently transferred from Orange to the Beaumont Substation Department.

Pfc. and Mrs. J. P. Wilson announce the birth of a daughter, **Karen Phyllis**, born October 10 in Germany. Mrs. Wilson (Joanne) was in our Beaumont Accounting Department last year, prior to leaving for Germany. **F. A. Wilson Jr.**, the baby's grandfather, is an engineer in the Executive Department, Beaumont.

DON'T BE A FALL GUY

Four safety errors are pictured on this page. Four errors that could literally be the down-fall of any of us.

Some very cooperative Gulf Staters in Beaumont acted like "fall guys" for these pictures — falls in our Company aren't so common that a photographer can go out anytime and find one about to happen. But falls are serious things — ask the man who had one. It's worth taking the necessary time and safety precautions to avoid falling down on the job.

Spilled liquids on the floor should be wiped up or covered with a drying compound immediately. You have to watch where you are going, too. Don't assume aisles to be clear — maybe they were a minute ago, but someone could have remodeled. They were "just going to be gone a second" — but you may be out a month. If there is no ladder where you need one, don't climb the shelves to save time. It's hardly worth the risk of a broken arm or back injury. And always be careful on stairways — be sure you can see where you are going. And walk, don't run.

These are just a few reminders. The safe practices you use at work can be taken home with you.



ABEL SKIDDER is on the spot — the grease spot. If the spot had been cleaned up or covered a little sooner, or if Abel wasn't in such a hurry and was watching where he was going, nothing would happen. Here is a case of two wrongs making an accident. (Posed by W. R. Metzke, Beaumont Service Center substation shop.)



CARROL S. WALKER didn't think a great big hall like this could hold any danger. But he didn't reckon with the less employee that would leave a bucket and mop in his path. It could clean him up for a month. (Posed by E. L. LeFleur, Beaumont Service Center meter department.)



STU PIDREECHER wastes hours, but when it comes to taking a few seconds to locate a ladder for a high reach, he's a time saver. Or is he? Doctors say that Stu will have three months to think about the minute he tried to save. (Posed by Ken Londers.)



HY STEPPER will tell you, in a few months, that a handrail is easier to use than crutches. Upon his return from the hospital, assuming that he won't be permanently crippled, Hy will be one of our most safety-minded persons. There must be an easier way. (Posed by Ken Londers, Beaumont Service Center storeroom.)



These four Louisiana Station employees display some of the equipment used in maintenance and operation that helped the 230 plant employees reach their two-million man-hour record. Ferris Parent wears a suit and hood for protection against chemicals used in water treatment;

Dorothy Temple wears rubber gloves and hard hat; Patsy Hood holds a light-weight 48-inch Stillson wrench (no strained backs or bruised toes); husband John Hood wears goggles and holds safety shield for welding.

WESTERN UNION TELEGRAM <small>W. P. MARSHALL, President</small>		<small>STANDARD</small> <small>GU - Gulf States</small> <small>TEX - Texas</small> <small>LOU - Louisiana</small> <small>STANDARD TIME</small>
GU 2 BMT TEX OCTOBER, 28, 1957=		
TO THE EMPLOYEES OF LOUISIANA STATION GULF STATES UTILITIES COMPANY BATON ROUGE LOUISIANA=		
CONGRATULATIONS ON YOUR FINE SAFETY ACHIEVEMENT= TWO MILLION ACCIDENT FREE MANHOURS IS A NEW HIGH FOR ANYONE WITH OUR COMPANY. OUR BEST WISHES FOR A CONTINUING SUCCESS IN YOUR SPLENDID EFFORT=		
ROY NELSON PRESIDENT GULF STATES UTILITIES COMPANY=		

2,000,000 Man-hour Safety Record Set By Louisiana Station Gulf Staters

At 9:30 a. m., October 28, Louisiana Station employees set a new Production Department safety record of two-million man-hours without a lost-time accident. The announcement was made by H. C. Leonard, executive vice-president in Baton Rouge.

It took the 230 station employees four years and three months to establish that mark of on-the-job safety. The last lost-time accident occurred at Louisiana Station on July 28, 1953.

This is the first time in Company history that employees of any of the generating stations have

reached this goal. The million mark was passed on September 11, 1955.

"It is indeed a pleasure to be able to announce this safety record," Mr. Leonard said. "I am proud to be a member of a company so conscious of its responsibilities concerning the health and welfare of its employees.

"I feel that the wives and families, the first concerned of these employees, are equally proud of this fine record. I know they join me in hoping that this two million man-hour mark is extended ten-fold without an accident."